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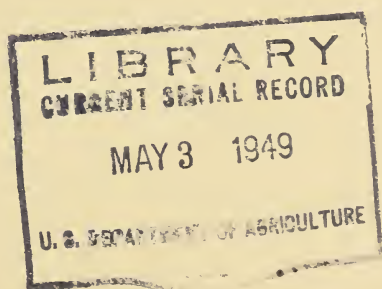
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# Potato Preferences Among Restaurant and Hotel Buyers



*Miscellaneous Publication No. 682*

UNITED STATES DEPARTMENT OF AGRICULTURE

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# POTATO PREFERENCES AMONG RESTAURANT AND HOTEL BUYERS

PREPARED IN THE BUREAU OF AGRICULTURAL ECONOMICS <sup>1</sup>

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## INTRODUCTION

Potato consumption in the United States has declined during the last three decades from 195 pounds per capita in 1910 to 125 pounds per capita in 1948 (estimated). At the same time, despite a progressive decrease in acreage devoted to the growing of potatoes, increased yield has kept the production fairly level. Between 1930 and 1948 the average yield in bushels per acre rose from 110 to 186, because of better utilization of land and technological advances, especially the introduction of new and powerful insecticides.

Wartime legislation, which gave farmers economic incentives toward higher production, is partly responsible for the present record-breaking potato harvest, but surpluses have occurred often in the past and they are likely to occur in the future. The Department of Agriculture has the twofold task of bringing up production when food is in short supply and of finding means of absorbing crops when there is overproduction. It is now engaged in a many-sided program of research aimed toward improving agricultural methods and products and increasing consumption when that is desirable.

<sup>1</sup> The research on which this report is based was made possible by funds provided by the Agricultural Research and Marketing Act of 1946. Agencies contributing to the planning of the study include the Bureau of Plant Industry, Soils, and Agricultural Engineering, Production and Marketing Administration, Office of Experiment Stations, Bureau of Human Nutrition and Home Economics, Farm Credit Administration, representatives from the Northeastern, North Central, Southern, and Western RMA Regional Potato Projects, and the National Restaurant Association. Analysis of the data and preparation of the report have been the responsibility of the Bureau of Agricultural Economics.

In laboratories and experiment stations, work is going forward on the development of new and more useful varieties, new and more efficient techniques, new and better ways of using agricultural products in industry.

Studies of what consumers need and want form another phase of the program. By providing a channel through which buyers of many kinds can express attitudes toward present practices and products and through which producers and marketers can learn how potatoes are bought and used, better methods and practices may be developed in the marketing process.

A report of a study of this kind, among household consumers of potatoes, was recently published. The present report provides somewhat similar data for commercial users of potatoes. These users buy on a larger scale than does the average household purchaser. In addition, the two groups differ as to preferences in regard to sizes and types and as to patterns of use.

It is thought that the information obtained from the study may provide a basis for estimating the prices and returns to producers which might be expected to follow certain changes in marketing practices, or to follow a definitely increased efficiency in marketing. If a basis for improved merchandising programs is developed, producers, shippers, distributors, and consumers may benefit.

### BACKGROUND OF THE STUDY

The survey was limited to two cities—New Orleans and Cincinnati. These sample points were selected, after consultation with the agencies cooperating on the project, because they represent markets which, in many respects, offer contrasting situations: Cincinnati is a high-consumption area for potatoes, New Orleans a low-consumption area; Cincinnati is a good market for the red varieties which are little used in New Orleans; potatoes are used more on menus in Cincinnati than in New Orleans where competition from other foods, especially rice, is strong.

Accordingly, the results of the survey, although valid for the two cities, are not necessarily representative of the country as a whole. The survey should be considered as an intensive pilot study of two cities with differing characteristics.

Within each city, the respondents to be interviewed were selected as follows: A listing was obtained from local sources of all establishments that were classified as public eating places. All hotels that had public dining rooms and all chain establishments<sup>2</sup> were selected for interviewing. From the remaining list of independent establishments a sufficient number was chosen, by a random method of selection, to make a total of approximately 250 interviews in each city.

It was found that several of the selected establishments either served no food or used no potatoes. These were eliminated and substitutions were made by a random method. For several reasons, including the requirement in one city that an establishment must be classified as a restaurant in order to obtain a liquor license, it was found that the rate of rejection was relatively high, so the final

<sup>2</sup> Defined as three or more units in the same city, under the same management.



sample probably includes more than half of all establishments in each city which would qualify under the definition of the sample.<sup>3</sup>

Specifically, 232 independent restaurants in New Orleans and 225 in Cincinnati constitute the sample. In addition, buyers in 10 hotels and 8 chain restaurants in New Orleans and in 16 hotels and 11 chain restaurants in Cincinnati were interviewed.

### INTERPRETATION OF THE TABLES

Because of the small number of interviews obtained from hotel and chain buyers, results from these groups are shown only in certain basic tables, in terms of actual numbers of responses rather than as percentage break-downs. In general, the responses from buyers in these groups tended to be similar to those of independent buyers in equivalent consumption groups. Unless otherwise indicated, references in the text and in the tables pertain to buyers for independent establishments.

The total consumption of chains and hotels in each city was only a fraction of that reported by the independent establishments. The total weekly consumption reported by the chains and hotels in Cincinnati (*all* of which were included in the survey) was 4,431 pounds. Independent establishments in that city (*only part* of which were included in the survey) reported a total weekly consumption of 20,628 pounds. The corresponding figures in New Orleans were 2,220 for chains and hotels and 20,461 for independents.

Normally, in comparing two populations of 232 (New Orleans independents) and 225 (Cincinnati independents) a difference of about 10 percentage points would be necessary in order to consider the difference as significant. But, because of the high proportion of eligible respondents interviewed in each city, a difference of 6 percentage points between the two cities may be considered significant. Naturally, this applies only when tables include all independent buyers in the samples from the respective cities.

Establishments in Cincinnati reported larger quantities of potatoes used per week than did those in New Orleans. Therefore, the independent establishments in both cities were classified into three groups: "high consumers"—those reporting more than 199 pounds used per week; "medium consumers"—those reporting between 50 and 199 pounds per week; and "low consumers"—those using less than 50 pounds per week. Further details as to this will be found in the section headed "Patterns of Use."

### TIME OF INTERVIEWING

The interviews were made in Cincinnati during March 1948; in New Orleans, in the latter part of March and the early part of April 1948. This should be considered in the interpretation of certain of the findings, particularly those pertaining to patterns of use. At this time the supply of old potatoes was low and new potatoes were beginning to arrive in the markets. This affected, for example, the proportion of those reporting the serving of baked potatoes, and to some extent the types of potatoes bought.

<sup>3</sup> This was defined as any eating place open to the public which used fresh potatoes.

## WHO WAS INTERVIEWED

The person in each establishment who was interviewed was the one who was responsible for buying potatoes. In most cases, this was the owner or manager; in others, the cook or chef. In a very few establishments, waiters, bartenders, or other service personnel did this buying.

Only about 1 buyer in 50 among the independent establishments had had any special training in the purchasing of food, under a broad definition which included such training as courses in home economics, dietetics, and restaurant management. This ratio was somewhat higher among the buyers for chains and hotels.

## SUMMARY OF MAJOR FINDINGS

**Purchasing practices.**—Four-fifths of the independent buyers interviewed in New Orleans and two-thirds of those in Cincinnati said they bought for general use only. In both cities, two-thirds bought between 100 and 199 pounds at a time; purchases were usually made for a week or less. Sixty percent of all independents bought from wholesalers, with a higher proportion among high consumers. About two-thirds usually did not shop around but bought from the same dealers regularly, claiming that they got better service or more consideration that way. Among those who bought from different dealers, variation in price was the reason most often mentioned.

In New Orleans, 15 percent and in Cincinnati, 34 percent bought one or more kinds of special-purpose potatoes. Of those who did not then buy such potatoes, 3 percent in New Orleans and 10 percent in Cincinnati said they would be interested in them. More than half of the special-purpose potatoes bought were for French frying.

**General preference factors.**—Among the things looked for, quality factors were mentioned most often in both cities. Cincinnati buyers were mostly concerned about deep eyes or irregular shapes; those in New Orleans more often mentioned avoidance of decay. Variety, size, and price were the items next most often mentioned, in that order.

Idaho potatoes were preferred by two-fifths of the buyers in both cities. When buyers were asked why they looked for certain things, avoidance of waste was the reason most often given. Cooking qualities and handling qualities were mentioned next often.

**Types purchased and preferred.**—Idaho potatoes were bought more often than any other type for general use. When buyers were asked whether they preferred another type to that now used, 99 percent of those using long, white, netted potatoes were satisfied; whereas about three-fifths of those using round, white, smooth potatoes, and a fourth of the buyers of round, red, smooth potatoes had other preferences. In both cases, the majority of the last-mentioned group preferred the long, white, netted type.

**Sizes purchased and preferred.**—Most buyers said they bought potatoes of a particular size for general use. Users of round potatoes most often selected a 3-inch tuber and in both cities, the optimum size range preferred was  $2\frac{1}{2}$  to  $3\frac{1}{2}$  inches in diameter. In New Orleans, users of long potatoes favored the 10-ounce size, but the 8-ounce size was most popular among Cincinnati restaurants. The preferred size range was between 8 and 12 ounces in New Orleans; 8 and 10 in Cincinnati.



More than half the buyers said they would rather have general-use potatoes of one uniform size than a range of sizes.

**Patterns of use.**—Establishments in Cincinnati used considerably more per week than did those in New Orleans. The median weekly consumption reported by independent establishments was 80 pounds in New Orleans and 100 pounds in Cincinnati. French frying was the preparation reported more often in New Orleans, mashing in Cincinnati; however, in both cities French frying accounted for the largest quantity used for any one method of preparation.

Most Cincinnati restaurants gave customers a choice of any vegetables on the menu, including potatoes. In New Orleans, the larger number served a fixed meal, without choice. Demand was the reason most often given for the practices followed.

Seasonal variations in consumption were attributed to varying business and a tendency among customers to order lighter meals in warm weather. Among substitutes offered for potatoes in these off seasons, salads predominated in Cincinnati and rice in New Orleans.

**Incidence of defects.**—Half the buyers in both cities reported defects in potatoes purchased during the preceding fall and winter; high consumers reported defects more often than did low consumers. Decay, black streaks, and hollow centers were the defects most often reported. The median loss in bad lots purchased was in the range from 11 to 15 pounds per 100.

**Attitudes toward marketing practices.**—Half the New Orleans buyers and three-fourths of the Cincinnati group preferred washed to unwashed potatoes. Those who preferred them washed said they were easier to handle, saved time and work, and were more sanitary. Those who preferred them unwashed said washing was always necessary anyway before preparation.

Most buyers in both cities bought in 100-pound burlap bags and 90 percent said they were satisfied with the containers now used.

**Grade markings.**—Two-thirds of those interviewed said they had heard of grade markings. Half of these thought U. S. No. 1 referred only to quality and about a fifth thought the term referred to both size and quality. Only a very small proportion could give an approximately correct definition of the grade.

About half were satisfied with the present grade set-up but a fourth were dissatisfied in some measure. Changes in the application of grades were suggested more often than were changes in the standards themselves.

**Competing food items.**—Questions were asked about competing foods. Nine out of 10 independent establishments in both cities reported they served less than 10 pounds of macaroni a week; about three-fourths served less than 10 pounds of spaghetti. Three-fifths of the New Orleans establishments served more than 10 pounds of rice a week, whereas less than 5 percent in Cincinnati served this much. Among those who served rice in New Orleans, demand and custom were the reasons more often given for its use. Cincinnati buyers usually served it for variety and because it was needed in certain dishes. Those who used rice in Cincinnati were relatively more willing to use potatoes instead, than were those who used it in New Orleans. Buyers said they thought rice was cheaper and macaroni more expensive to serve than potatoes.

**Attitudes toward processed potato products.**—Less than 1 buyer in 100 said he used dehydrated potatoes. Four-fifths indicated that they would not be interested in using them, but about 15 percent did not know whether they would be interested. Of those who were not interested, a preference for fresh potatoes and lack of information about dehydrated potatoes were the main reasons given.

More than four-fifths of the interviewed buyers were not interested in buying canned white boiled potatoes. New Orleans buyers usually said they preferred fresh potatoes; those in Cincinnati said canned potatoes were too expensive. Of the four-fifths of buyers who were not interested in using potato flour, most of them said it was not suitable for their needs.

**General attitudes toward use of potatoes.**—About two-thirds of the total number of interviewed restaurant buyers said they considered potatoes very important in their business. Main reasons given were customer demand and utility of the vegetable in planning meals.

**Effects of price, quality, and supply on purchases.**—Very few buyers indicated that supply had any effect on their purchases. That is, no matter whether potatoes are in long or short supply, they are likely to buy about the same quantities.

Slightly more buyers said that price affected their purchases but here again nearly all seem to buy about the same quantities irrespective of ordinary fluctuations in price.

More buyers—10 percent in New Orleans and 15 percent in Cincinnati—said that differences in quality affected their purchases. Most of these said they reduced their buying when quality declined.

## SURVEY FINDINGS

### PURCHASING PRACTICES

*How many buyers purchase potatoes for general use?*—Table 1 shows that more than four-fifths of the independent buyers in New Orleans and two-thirds in Cincinnati bought potatoes for general use only. One-eighth of the New Orleans group and one in five in Cincinnati bought special-purpose potatoes only. Buyers for chains and hotels in both cities bought for general use and special use in about the same proportions.

*Purchasing for special use.*—A series of questions was asked concerning potatoes bought for special use. The number of establishments reporting such purchases, however, was only 15 percent in New Orleans and 34 percent in Cincinnati. As this number is so small, no special tabulations for the group of special-use buyers are included in the report. But among this small group, French frying is by far the leading use for which special-purpose potatoes are bought by restaurants. Almost two-thirds of those who buy special-purpose potatoes in New Orleans and 70 percent in Cincinnati said they do so for French frying. In Cincinnati, almost a fourth of the buyers of special-purpose potatoes said they bought them solely for mashing. In both cities, about 1 in 10 of these buyers said they bought a special type for baking.

Those who bought potatoes for special purposes reported that at their most recent purchase they had paid a somewhat higher price

than for general-purpose potatoes. Thus, more buyers of general-purpose potatoes reported that their last purchase cost between \$4 and \$4.99 per 100 pounds than in any other one-dollar price interval. The price interval reported most frequently by buyers of special-purpose potatoes was \$6 to \$6.99, with a median of \$5.75 in both cities.

As the large majority of special-purpose potatoes are bought for French frying, no reasons are given here for other special-purpose buying. The main reasons given for buying special potatoes for French frying were that such potatoes are long, solid and firm, and smooth—with no knobs or odd shapes. They are cut quickly and economically into long, desirable French-fry shape and cook quickly and evenly in deep fat.

Among the heavy majority of buyers who do not now use special-purpose potatoes, about 9 in 10 in both cities indicated that they did not know of any particular variety that they would like to use in any special way.

*How much do buyers purchase at a time?*—About two-thirds of the independent buyers of general-purpose potatoes in both cities said they bought between 100 and 199 pounds on the last purchase before being interviewed. In general, buyers in Cincinnati purchased larger quantities than did those in New Orleans; 17 percent of the Cincinnati buyers and 7 percent in New Orleans bought 200 pounds or more on their last order (table 2).

*How much do buyers pay for general-purpose potatoes?*—Buyers in New Orleans paid somewhat more for their potatoes than did buyers in Cincinnati—median prices paid per 100 pounds were \$5.50 and \$5, respectively. More than a third of the New Orleans buyers paid \$6 or more per 100 pounds, and about a fourth of the Cincinnati buyers paid this much (table 3).

The higher prices reported in New Orleans were probably related to the smaller size of purchase in that city.

*How often do buyers purchase potatoes?*—The great majority of buyers in both cities bought for a week or less at a time, and about two-fifths bought for less than 5 days (table 4). Only 9 percent of the independent buyers in New Orleans and 5 percent of those in Cincinnati bought for 15 days or more.

The questionnaire included several questions as to storage of potatoes among those who purchased for a 2-week period or longer, but the findings are not included here because of the small number of users who bought for that long a period. Among the relatively few restaurants which did buy potatoes in quantities that must be stored for any considerable period, about four out of five reported no defects after potatoes had been kept for some time. Most reported storing potatoes in a dark room, with no attempt to control moisture.

*How many buyers deal with wholesalers?—How many with retailers?*—More than three-fifths of the independent buyers in both cities said they usually dealt with wholesale merchants and nearly all the hotels and chains did so. High consumers were even more likely to buy from wholesalers. In New Orleans, 45 percent of the low consumers and 91 percent of the high consumers dealt with wholesalers. In Cincinnati more than four in five of the high consumers dealt with wholesalers, compared with a third of the low consumers (tables 5, 6).



*How many buyers always deal with the same vendor?*—Most of the buyers said they dealt always with the same vendor. This was the case with about three-fifths of the New Orleans buyers and over two-thirds of the Cincinnati buyers (table 7). When buyers were asked the reasons for this, they mentioned most often better consideration, better service, or better merchandise. On the other hand, among those who said they did not always buy from the same dealer, the reason most often mentioned was a lower price on purchases.

*How do buyers purchase their potatoes?*—Personal shopping was the most common practice in the purchase of potatoes by independent buyers in both cities. Forty-three percent of the buyers in New Orleans and 34 percent of those in Cincinnati said that they usually visited the markets in person to buy potatoes. Shopping by telephone was the practice next most often followed, with about a fifth of the New Orleans buyers and almost a third of the Cincinnati group using this method (table 8).

In reply to the question, "Does your dealer tell you what kind of potatoes he delivers to you?", half of the independent buyers in New Orleans and two-thirds in Cincinnati said they knew the kind of potatoes they bought (table 9).

Some answers given by buyers when they were asked about how they purchased potatoes were:

All the dealers in creation come by here, but I always find out what the market is—I keep well informed. I check up on the market to see what salesman has the cheapest potatoes.

I deal with a peddler. He comes by and I get them from him. I don't have to go out then.

We generally go down to the wholesale house and pick them up ourselves. We buy 100 or 200 pounds at a time and we get red potatoes or cobbles, depending on how good they are. We try to get the best potato—the one we get the best buy on.

I shop around and see if anyone has better prices. And sometimes I can get something delivered quicker from one man.

#### GENERAL PREFERENCE FACTORS IN PURCHASING POTATOES

*What are the most important things buyers look for when purchasing potatoes?*—To ascertain their major considerations buyers were asked, "What are the most important things you look for in buying potatoes?" A question of this type does not in itself suggest answers. That is, buyers who are asked this question are free to give any answer that comes to mind, and a wide range of responses may be recorded.

In answering, about four-fifths of the buyers in both cities spontaneously mentioned one or more quality factors. Next most often mentioned were varietal factors: about three-fourths of the independent buyers in Cincinnati and five-eighths in New Orleans mentioned a preference for a particular variety or type of potato. Size was mentioned more often by respondents in New Orleans than by those in Cincinnati—60 percent of the New Orleans group and 37 percent of the Cincinnati group mentioned a size preference. Fewer than 1 in 10 in either city spontaneously mentioned price-cost factors. Among a long list of quality factors cited, firmness, smooth skin, U. S. No. 1 grade and freedom from rot, sprouts, cracks, or bruises were most fre-

quently mentioned. In speaking of varieties desired, Idaho potatoes were mentioned far more often than any other. Large potatoes were favored by more buyers than were the medium or small sizes, especially in New Orleans (tables 10-13). Size is treated more specifically on pages 13-16 of this report.

Some things buyers said about this were:

I don't like potatoes that are sprouting.

In white potatoes you have to watch for watery ones—not so much in the reds.

I look for some that are not rotten and try to buy a smooth, fair-size potato. And see that they're not frost-bitten or pithy.

I like them clean—I watch for bad insides and want potatoes to be uniform.

*Why do buyers look for the things they consider important?*—Each buyer was asked why he considered the factors he mentioned important. About half of the buyers in Cincinnati and about a third of those in New Orleans said they wanted to avoid waste in handling or storage.

About a fourth of the buyers in both cities said they looked for certain things in buying potatoes because they were concerned with cooking qualities; for example, some buyers preferred a certain type of potato because they thought them better for French frying; others preferred certain sizes for the same reason.

Handling qualities were rated next in importance among the reasons given for preference factors. About a fifth of all buyers in both cities looked for certain qualities because they thought they made for greater ease in peeling or slicing, as well as in handling of potatoes during other stages of preparation (table 14).

*What characteristics do buyers want in prepared potatoes?*—To find out what qualities buyers wanted in the finished product, each was shown a checklist which contained several descriptive words referring to internal and external characteristics of prepared potatoes and was asked, "Which words best describe the kind of potato you like to serve?" This was done for four methods of preparation: baking, French frying, mashing, and potato salad.

For baked potatoes, buyers selected "golden brown" to describe the outside more often than any other adjective. "Dry, mealy, or flaky" was the phrase chosen most frequently to describe the inside of baked potatoes.

"Golden brown" and "crispy" were used most often to describe the outside of French-fried potatoes. There was an interesting difference in choice between the two cities to describe the inside: New Orleans buyers preferred French-fried potatoes "soft" on the inside; those in Cincinnati chose the word "firm" more often than any other to describe their preference.

In describing desired mashed potatoes, buyers in both cities selected "soft" most often for the outside characteristics, and "creamy," "fluffy," and "white" were most often chosen for the inside characteristics.

In describing potato salad, about half of the buyers in both cities specified firmness as a desired characteristic. "Retaining shape" and "good flavor" were next in frequency of selection. Of the New Orleans group, 28 percent applied the adjective "white" to salads, whereas only 8 percent of those in Cincinnati chose this word (table 15).



## TYPES PURCHASED AND PREFERRED

A consideration of the kinds or varieties of potatoes buyers use and those they prefer is basic to a study of consumer preferences in this field. From past experience it is known that relatively few buyers can accurately identify the potatoes they use, either by varietal description or place of origin. Certain broad groups of by potatoes, such as Russet Burbank (Idaho) potatoes, round, red potatoes, etc., are fairly easily identified, but identification of specific varieties frequently requires observation of the sprouts of the growing plant, even among botanists.

Included in the questions about kinds used and preferred was a series which asked whether the potato referred to was round or long, white or red in skin color, and smooth or netted in skin texture. On the basis of these replies, a series of type descriptions was evolved which have been used here to identify potatoes used and preferred.

Some buyers, for example, referred to a certain kind of potato as an Idaho or a Russet Burbank. Others did not know the name of the potato used or preferred, but they were able to describe it as being long, with the color of the skin white and the texture netted. In this example, both replies would have been included in a table under the "long, white, netted" type description.

*What kind of potatoes do buyers purchase for general use?*—Half of the independent buyers in New Orleans and two-fifths of those in Cincinnati identified the potatoes last purchased for general use as Idahoes. Ten percent of those in Cincinnati and 2 percent of those in New Orleans said that they last bought red potatoes for general use (table 16). Significant in this table is the relatively high proportion of those who did not know the variety of the potatoes last bought for general use—about a fifth in both cities—and the large number who used vague descriptive terms.

Well over half of those who bought general-purpose potatoes in both New Orleans and Cincinnati did not know the State or region from which these potatoes came. About one in seven in each city said that the last lot came from Idaho (table 17).

Applying the type description to potatoes bought for general use, it was found that long, white, netted potatoes were bought by more buyers than any other type, especially in New Orleans. Round, red, smooth potatoes were almost as popular as the long, white, netted, in Cincinnati, but only a few preferred them in New Orleans. Round, white, smooth potatoes were favored by about a fourth of the New Orleans independents and by a fifth of those in Cincinnati.

No appreciable relation was apparent between these preferences and low, medium, or high consumers, as the same pattern of preference was found in all three groups.

Buyers for chains and hotels in both cities followed about the same buying practices as did the independent operators (table 18).

*Reasons buyers give for buying a particular type of potato for general use.*—Buyers of long, white, netted potatoes gave reasons for their choice which rank as follows, beginning with those factors most frequently mentioned.<sup>4</sup>

<sup>4</sup> For actual percentages and for a break-down of the specific reasons grouped under the general factor headings see tables 19 and 20.

*New Orleans:*

Cooking factors.  
Size factors.  
Quality factors.  
Availability factors.  
Price-cost-profit factors.

*Cincinnati:*

Cooking factors.  
Size factors.  
Price-cost-profit factors.  
Quality factors.  
Availability factors.

In the same way, buyers of round, white, smooth potatoes gave reasons which rank as follows:

*New Orleans:*

Availability factors.  
Price-cost-profit factors.  
Cooking factors; quality factors.

*Cincinnati:*

Availability factors.  
Quality factors.  
Price-cost-profit factors.  
Cooking factors.

Very few New Orleans buyers had recently bought round, red, smooth potatoes so no reasons for this group are tabulated. These potatoes were more popular in Cincinnati where buyers gave reasons which rank in order of frequency of mention as:

Cooking qualities.  
Quality factors—availability factors.  
Price-cost-profit factors.

When the reasons that all buyers of general-purpose potatoes gave are tabulated without reference to the particular type bought, cooking-factor reasons were more frequently mentioned than any others. Chief among these was the feeling that the chosen type was better for French frying or for mashing or that it lent itself to several ways of cooking. Availability was cited second in New Orleans but third in Cincinnati, with the statement that the type bought was the only one available. In New Orleans, quality factors ranked third and in Cincinnati they had the same frequency of mention as did availability. Solidity and firmness were the quality items most specifically indicated. Size ranked fourth in both New Orleans and Cincinnati with large size and a length suitable for French frying most often mentioned. Price-cost-profit factors which ranked second among buyers of general-purpose potatoes in Cincinnati took fifth place among those of New Orleans. Buyers citing these factors most often said that their chosen potato was cheaper and involved less waste (table 20).

When buyers of general-purpose potatoes were asked why they started buying the particular type favored, most of them said either that they had experimented with different types and settled upon the one which best met their needs, or that they had always used the kind they now buy, or that they chose it on the recommendation of dealers or business friends.

Some typical reasons given for buying particular types were:

They mash well, don't get watery, and look nice when they're cooked.

I think they're best because they don't break apart in cooking.

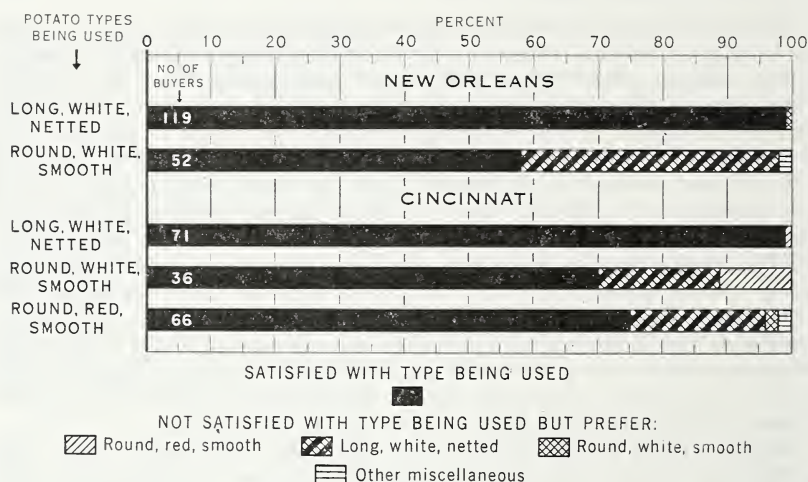
The Idaho potato is always a dry potato. It very seldom goes bad, keeps better. You never find rotten ones.

That the actual buying is not always an indication of preference is indicated by replies to the question, "Do you know of any kind of potato you would rather have for general use than the one you are getting now?"

In New Orleans 14 percent and in Cincinnati 18 percent of the buyers of general-purpose potatoes said they would rather have a

different kind than the one they were using (table 21). Nearly all of this group said they preferred long, white, netted potatoes because they are firm, have a smooth skin and surface, are less wasteful and make better French fries. When asked why the preferred type was not used, most buyers said that it was too expensive in relation to other types or that it was not available locally. This last was more frequent in New Orleans than in Cincinnati.

Figure 1 shows the degree of satisfaction among those now using various types of potatoes and the type they would prefer to use. Thus practically all users of long, white, netted types in both cities said they were satisfied. Most of those users of round, white, smooth potatoes in both cities who were dissatisfied said they preferred long, white, netted, except for a very few who wanted miscellaneous types. There were few users of round, red, smooth potatoes in New Orleans so these are not charted. In Cincinnati, most of the users of this type who were dissatisfied said they would rather have long, white, netted potatoes. It should be noted, however, that most buyers indicated satisfaction with the type of general-purpose potato they were using.



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FIGURE 1.—PERCENTAGE OF BUYERS OF DIFFERENT TYPES OF GENERAL-PURPOSE POTATOES WHO ARE EITHER SATISFIED OR WHO PREFER ANOTHER TYPE THAN THE ONE THEY ARE NOW USING.

Although the number of buyers who were dissatisfied with the type of potato they were using is too small for the percentages to be meaningful, only about half in Cincinnati and a fifth in New Orleans said they would not be willing to pay more for their preferred type. In New Orleans, 4 percent said they would be willing to pay more than \$1 per 100 pounds above what they were paying for the type used in order to get the preferred type, 18 percent said they would pay \$1 per 100 pounds extra, 32 percent said they would pay 75 cents, and 54 percent indicated that they would pay 50 cents per 100 pounds extra for the preferred. In Cincinnati, the corresponding figures are 3 percent for over \$1 per 100 pounds, 6 percent for \$1, 9 percent



for 75 cents, 25 percent for 50 cents, and 31 percent for a premium of 25 cents more than the price being paid. Among dissatisfied buyers as we have seen, this preferred type was nearly always the long, white, netted potato, although a few Cincinnati users of round, white, smooth potatoes said they would rather have round, red, smooth potatoes.

*How many buyers have seasonal preferences in types?*—About four in five of the independent buyers in New Orleans and two-thirds of those in Cincinnati said they have no seasonal preferences for different types of potatoes. Nearly one-third of the buyers in Cincinnati indicated they used new potatoes in season but only 13 percent of those in New Orleans did so (table 22).

### SIZES PURCHASED AND PREFERRED

The question of size preference is frequently raised in discussions of potato marketing, but adequate analysis of preferences is usually complicated by lack of data as to the specific sizes that are preferred. When buyers were asked whether they bought a particular size for general use, 70 percent of the New Orleans group and 56 percent of those in Cincinnati said that they did (table 23).

When these groups were asked which sizes were purchased, about 30 percent in both cities said they bought large potatoes, about 15 percent said they bought medium sizes, and the rest gave a wide range of answers, including many general descriptions such as "not too big," or "I try to get not all little ones" (table 24).

Of those who said they did not buy a particular size, more than a fourth said they did not care about size because different sizes could be used for different purposes. The reason mentioned most often in Cincinnati was that any size was suitable for the needs; while in New Orleans the second most important reason was that different sizes have not been available (table 25).

The size preferences here ascribed to potato buyers relate to size descriptions mentioned by respondents in answer to a general question on size preference. In order to get a measure of preference based on objective size referents, the procedure described below was adopted.

To provide base data on sizes for this study, interviewers were each given two sets of sample potatoes, carefully selected for close tolerance to a specific range of sizes—a set of round potatoes measuring respectively  $1\frac{1}{2}$  inches,  $1\frac{1}{8}$  inches,  $2\frac{1}{4}$  inches,  $2\frac{1}{2}$  inches,  $2\frac{3}{4}$  inches, 3 inches,  $3\frac{1}{2}$  inches, 4 inches, and  $4\frac{1}{2}$  inches in diameter, and a set of nine long potatoes in 2-ounce weight gradations from 2 to 18 ounces, inclusive.

Either the round or the long set was shown to the buyer, depending on his use and preference, with a request that he select the smallest and the largest acceptable sizes for use in his business. The sets were also used to identify specific *uniform* size preferences and in connection with the questions concerning willingness to buy undersized or extra-sized potatoes.<sup>5</sup>

<sup>5</sup> Buyers of round or long general-purpose potatoes were shown samples of carefully selected potatoes of different sizes and asked to indicate "the sizes that are best for general use in your business; that is, the smallest size and the largest size you would want to use."

*What sizes are acceptable to buyers?—Round potatoes.*—Among buyers who use round potatoes, more chose the 3-inch size than any other, in both cities. The  $2\frac{3}{4}$  inch was next most popular, with  $2\frac{1}{2}$  and  $3\frac{1}{2}$  inch ranking third. These were chosen by about an equal number of buyers in both cities. Below and above these sizes, preference dropped rapidly, with relatively few buyers choosing either  $1\frac{1}{2}$  or  $4\frac{1}{2}$ -inch sizes. It may safely be said that the preferred size range for restaurant buyers of round potatoes in both cities is between  $2\frac{1}{2}$ - and  $3\frac{1}{2}$ -inch diameters (fig. 2).

Under the heading "Long Potatoes," reference is made to the sizes that were included in the ranges selected by the buyers. That is, if a buyer of round potatoes said that he was willing to accept sizes between  $2\frac{1}{4}$  and  $3\frac{1}{2}$  inches, sizes acceptable to him included the  $2\frac{1}{4}$ -,  $2\frac{1}{2}$ -,  $2\frac{3}{4}$ -, and  $3\frac{1}{2}$ -inch sizes. Figures 2 and 3 show the proportions of buyers of round and long potatoes who were willing to accept each of the nine sizes of each type.

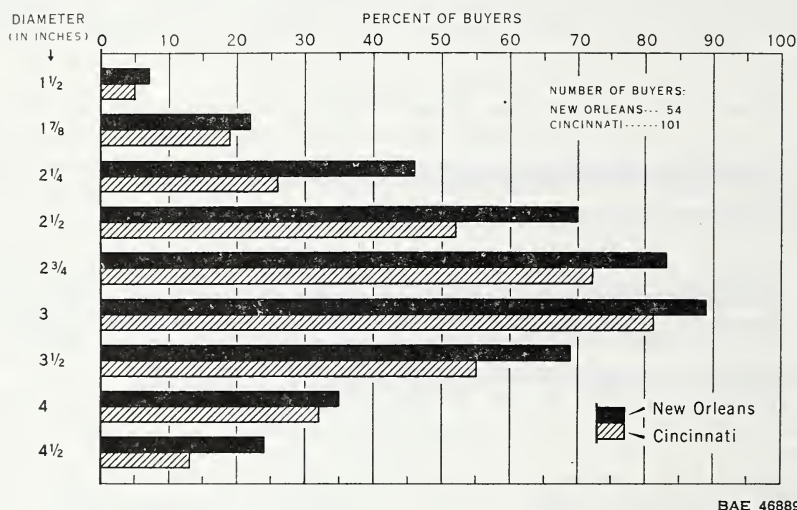


FIGURE 2.—SIZES ACCEPTABLE FOR GENERAL USE TO BUYERS OF ROUND GENERAL-PURPOSE POTATOES.

*Long potatoes.*—More New Orleans users of long potatoes favored the 10-ounce size, but 8-ounce potatoes were chosen most often by Cincinnati buyers. Eight-ounce and 12-ounce sizes were selected by about an equal number of New Orleans buyers for second choice, whereas the 10-ounce size placed second among those in Cincinnati. The 14-ounce size ranked third in New Orleans. It was chosen by about three-fourths of the buyers and the 6-ounce size was selected by a little more than three in five buyers. In Cincinnati, the 12-ounce size ranked third with the 6-ounce chosen fourth by about two-thirds of the users of long potatoes. The preferred range in New Orleans was between 8 and 12 ounces and in Cincinnati between 8 and 10 ounces (fig. 3).

Figures 2 and 3 show that for both round and long potatoes, users in New Orleans exhibited a significantly wider range of size tolerance



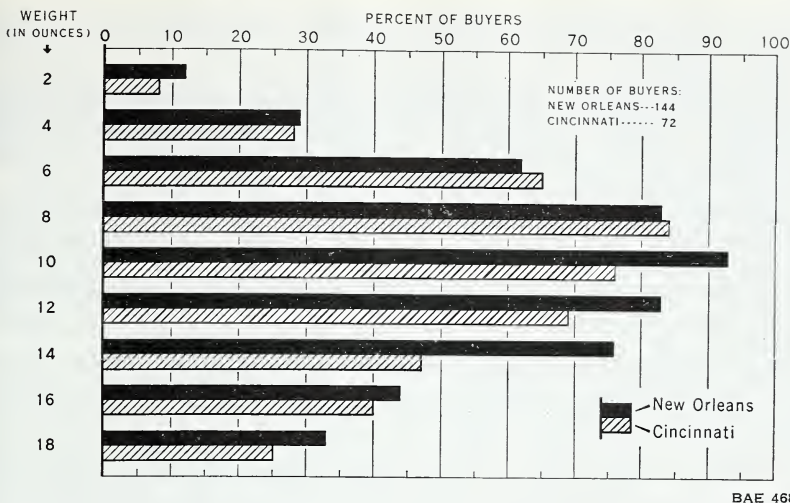


FIGURE 3.—SIZES ACCEPTABLE FOR GENERAL USE TO BUYERS OF LONG GENERAL-PURPOSE POTATOES.

than did those in Cincinnati. In other words, buyers in New Orleans consistently selected a wider range of sizes as acceptable than did the Cincinnati group. This is brought out more definitely in table 26 in which the range of acceptable sizes is related to volume of consumption. Thus, among the low consumers, 48 percent of the New Orleans buyers of general-purpose potatoes would accept a range of four to six sizes compared with 34 percent in Cincinnati. Among the high consumers, 62 percent of the New Orleans users would accept a range of four to six sizes as compared with 47 percent of those in Cincinnati. It would seem that the greater size tolerance of New Orleans buyers, then, is not related either to volume of consumption or to the fact that there are more high consumers in Cincinnati than in the southern city.

Buyers preferred a particular range of size largely because of the cooking qualities and appearance of the potatoes in this range. Ease of peeling was cited by over a fourth of the buyers in both Cincinnati and New Orleans as the reason why they selected potatoes in a particular range. Most buyers said they were now getting potatoes within the preferred size ranges (tables 27, 28).

*How many buyers would prefer one uniform size?*—More than half of the buyers interviewed in each city said they would rather buy potatoes for general use that were all of one size than a range of sizes; about a fourth preferred variations in size; the remainder said they had no preference in this respect (table 29). The 3-inch and 10-ounce sizes were most popular among those who wanted a specific size rather than a range of sizes.

*Why do buyers prefer a uniform size?*—One-third of the interviewed buyers said that a uniform size was desirable because of ease in peeling. Other reasons included ease of preparation and convenience for French frying (table 30).

*How many buy a specific size?*—Only 4 out of 10 independent buyers of general-purpose potatoes in New Orleans prefer a uniform size, and

3 out of 10 in Cincinnati say they now buy the uniform size of their choice (table 31).

About half the buyers in each city who were not getting potatoes of uniform size said they were willing to pay more to get the sizes they preferred. Within this group, the sum most often mentioned at the time of survey as an acceptable premium for sized potatoes was 50 cents per 100 pounds (table 32).

*How many buyers would buy small potatoes by themselves?*—When buyers were shown potatoes under  $1\frac{7}{8}$  inches or under 2 ounces and asked if they would buy these by themselves, more than 85 percent in both cities said they would not. The principal objections were that small tubers take too much time to peel and too much is wasted in peeling (tables 33, 34).

*How many would buy small potatoes if they were cheaper?*—More than four out of five buyers in both cities who said they would not buy small potatoes indicated they would not be induced to buy them by a reduction in price (table 35). About 13 percent in both cities said they would buy them if they cost less; when these were asked how much cheaper the small potatoes would have to be than the general-purpose now bought, the median discount mentioned in both New Orleans and Cincinnati was \$1.50 per 100 pounds.

*How many buyers would buy large potatoes by themselves?*—Buyers interviewed were apparently much more willing to buy large potatoes by themselves than small potatoes. About half of the independent group in New Orleans and over a third of those in Cincinnati said they would buy such potatoes if they were available. Ease of peeling was the reason mentioned most often by this group. Those who objected to large potatoes mentioned hollow centers most often (tables 36–38).

*How many would buy large potatoes if they were cheaper?*—More buyers would purchase large potatoes at a lower price than small potatoes. About two-fifths of those who said they would not be interested ordinarily in buying the large size said they would buy at a lowered price. The median discount mentioned by both New Orleans and Cincinnati buyers was \$1—which is 50 cents less than the median discount mentioned for small potatoes (table 39).

#### PATTERNS OF USE

Establishments of all types in Cincinnati used considerably more potatoes than did those in New Orleans. Among the independent establishments, for example, one New Orleans restaurant in four used 200 pounds a week or more; in Cincinnati, two out of five used this much. The median quantity used in New Orleans was 80 pounds a week; in Cincinnati 100 pounds (table 40).

Restaurants in Cincinnati served potatoes to a far greater proportion of their customers than did those in New Orleans. Nearly half the independent establishments in Cincinnati served potatoes in more than 90 percent of their meals, but less than a sixth of the New Orleans group served this high a proportion. About a third of the New Orleans restaurants served potatoes in less than half their meals but only 14 percent in Cincinnati did so (table 41).

Because of these differences between the two cities, three broad groups of consumers were set up to facilitate relating other factors to

levels of consumption throughout the tables. Establishments which reported a total weekly consumption of less than 50 pounds in the week preceding the survey were classified as "low consumers"; those which reported more than 50 but less than 200 pounds per week were placed in the "medium-consumer" category. "High consumers" included all establishments that used 200 pounds or more per week.

Table 42 shows that more restaurants in the "low consumer" category served fewer than 200 meals a week, while about half of those in the "high consumer" group served more than 1,000 meals a week. Table 43 shows the relation between consumption and seating capacity and table 44 gives the relation between consumption and income from sale of food.

*How do restaurants prepare potatoes?*—In New Orleans, French-fried potatoes were the most popular form of preparation among the independent establishments in the sample. Eighty-five percent of all independent establishments reported that they served potatoes in this form at least once in the 7 days preceding the survey. In Cincinnati, mashing was reported most often by 77 percent of the independent establishments (table 45).

In terms of consumption, however, French frying was the most important method of preparation in both cities, representing a median consumption in New Orleans of 40 pounds a week and in Cincinnati of 60 pounds. Next in importance was mashing; of those who used this method, the median quantity used in New Orleans was 25 pounds a week; in Cincinnati 50 pounds a week (table 46).

Table 47 shows the relative importance of the various methods of preparation within the establishments using each. An interesting difference from the results shown in table 46 is indicated among the independent establishments in Cincinnati. Although French frying accounts for a larger consumption in *pounds* (among restaurants which offer this preparation) than any other method, mashing accounts for a greater *proportion* of total consumption. This would indicate that establishments serving mashed potatoes had somewhat lower total consumption than those featuring French fried.

Establishments in New Orleans offered a somewhat greater variety in method of preparation than did those in Cincinnati. Sixty-four percent of the New Orleans group reported they offered three or more preparations during the week before the survey; in Cincinnati 55 percent reported this many (table 48).

*What practices do restaurants follow in serving potatoes?*—Buyers were asked what practices their establishments followed in serving potatoes with meals; whether customers were given a choice of all vegetables on the menu, whether potatoes were always served with a choice of other vegetables, or whether no choice of vegetables was given.

In Cincinnati the prevailing practice (70 percent of independent establishments) was to give the customer a free choice of all vegetables on the menu. In New Orleans, more restaurants served a fixed meal than followed the other practices: 48 percent served their meals in this way, and 46 percent allowed patrons full choice (table 49).

*Variations in consumption.*—About a third of the buyers in each city said there was some degree of seasonal variation in the total quantity of potatoes served, most of them indicating that consumption declined



during the summer. However, the majority reported they served the same quantity the year round (table 50). The most frequently mentioned reasons for the summer decline were a seasonal decrease in business and a tendency among patrons to order lighter meals.

About 3 buyers in 10 in both samples reported variations from day to day or from week to week in the use of potatoes, but usually this was a direct reflection of the number of customers served (table 51).

*How do establishments decide what quantity to prepare daily?*—When buyers were asked, "How do you decide what amount of potatoes to prepare daily?", about a third replied that the same quantity was prepared every day. One-fifth said that potatoes were prepared in small quantities as needed, and about the same number said they based their estimate on the business of the preceding day or week (table 52).

Table 53 summarizes the percentage of buyers who offered various preparations of potatoes for each of the three main daily meals.

### INCIDENCE OF REPORTED DEFECTS IN POTATO PURCHASES

To get some measure of the loss incurred by these users through defects in potatoes, buyers in New Orleans and Cincinnati were asked a series of questions concerning the incidence of such defects, the types encountered, and the amount lost by reason of such defects.

*How many buyers report defective potatoes?*—A little less than half the independent buyers in both cities answered "Yes" to the question, "Has anything been wrong with the potatoes you have been getting since last fall?" About the same proportion of hotel and chain buyers reported defects. In both cities, however, a decidedly higher proportion of high consumers reported defects than did low consumers. There may be several reasons, such as the likelihood of closer inspection at the time of purchase when potatoes are bought in smaller lots, as they are by the low consumers, and the probability of higher ideas of quality among high consumers (tables 54, 55).

In both cities, about a fourth of the independent buyers reported purchasing lots that contained a substantial number of defective potatoes seven or more times during the fall and winter season (table 56).

*What defects do buyers report?*—The three main defects mentioned by buyers were rotten insides, black or brown streaks in the potato, and hollow centers. Hollow centers were reported by a third of the New Orleans buyers, whereas in Cincinnati only 1 in 10 mentioned this defect. On the other hand, frozen, and cut, cracked, or bruised potatoes were mentioned much more often in Cincinnati than in New Orleans (table 57).

*What is the loss among these users due to defective potatoes?*—When buyers who reported experience with bad lots of potatoes were asked about how much was lost because of defects the median loss reported in both cities was 15 pounds per 100. Five percent of those in New Orleans and 8 percent of those in Cincinnati reported no loss because of the reported defects. In most of these cases, buyers cited small size and irregular shape as defects. They said that although these caused no significant weight loss, they did make for difficulty in peeling and preparation (table 58).

As a check on the quantities reported as lost because of defects,

buyers were asked to give the loss on the last order purchased. Half the buyers in Cincinnati and a little more than two-fifths in New Orleans who had had experience with bad potatoes said they had incurred no loss because of defects in their most recent purchase. Among those who found defective potatoes in their last purchase, most indicated a loss of about 5 pounds per 100-pound lot (table 59).

### ATTITUDES TOWARD MARKETING PRACTICES

To ascertain buyers' attitudes toward certain marketing practices, a series of questions was asked regarding practices and preferences pertaining to washed potatoes and sizes and types of containers.

*How many of these buyers use washed potatoes?*—More than half the buyers interviewed in Cincinnati reported they bought washed potatoes whereas only about a third of those in New Orleans did so. However, almost three-fourths of the Cincinnati group and half of the New Orleans buyers said they prefer to buy potatoes that have been washed.

The relation between buying practices and stated preferences is interesting. In both cities the great majority of the buyers of washed potatoes said they preferred them washed—81 and 91 percent in New Orleans and Cincinnati, respectively. Buyers of washed potatoes who had no preference numbered less than 1 in 10. In contrast, about a fifth of the buyers of unwashed potatoes said they had no preference. In New Orleans a third and in Cincinnati a half of the restaurant men who bought unwashed potatoes said they preferred them washed. In New Orleans 46 percent of such buyers indicated they preferred the unwashed potatoes but in Cincinnati less than a third who bought unwashed potatoes said they really preferred them that way. This would indicate that a substantial number of restaurant men who now buy unwashed potatoes really prefer them washed and might respond to a sales effort to induce them to change their buying practice in this respect (tables 60-62).

*Why do buyers prefer washed or unwashed potatoes?*—In both New Orleans and Cincinnati the leading reasons given by independent buyers for preferring washed potatoes were that they are easier to handle because they save time and labor, and that they are more sanitary as they cause less dirt in the kitchen. The main reason given for preferring unwashed potatoes was that potatoes have to be washed before being cooked, regardless of previous cleaning. A small number of buyers thought that unwashed potatoes keep better in storage and a very few said they wanted them because the ready-washed cost more (table 63).

*What size-unit do buyers purchase?*—The 100-pound bag was the unit most frequently purchased by interviewed commercial buyers in both Cincinnati and New Orleans. More than two-thirds of the independent buyers in New Orleans and almost four in five of those in Cincinnati bought in this unit. In New Orleans, one buyer in eight made his purchases in 10-pound units (table 64).

*What type of container do buyers purchase?*—The interviewed buyers in both Cincinnati and New Orleans said burlap bags were the most widely used containers for potato purchases. Seventy-two percent of the buyers in New Orleans and 81 percent of those in Cincinnati



said they buy potatoes in burlap bags. Paper bags were mentioned next most often. Very few buyers said they bought potatoes in mesh bags. Nine out of ten buyers were satisfied with the container then used (tables 65, 66).

#### KNOWLEDGE OF GRADE MARKINGS AND ATTITUDES TOWARD THEM

It has long been known that there is a great deal of misunderstanding concerning the exact specifications and the application of official standards for grade in the marketing of potatoes. This may be a reason why only 1 in 10 of these buyers spontaneously mentioned U. S. grade No. 1 as influential in his purchases (table 11). To get a better idea of what buyers know about the grading system and how they feel about it, a group of questions concerning the grading set-up was included in the questionnaire.

*How many of these buyers have heard of grade markings?*—In both cities only about two-thirds of the independent buyers interviewed said they had ever heard of grade markings for potatoes. A greater proportion of high than of low consumers said they had heard of them (tables 67, 68).

*What does the present U. S. No. 1 grade mean to buyers?*<sup>6</sup>—When buyers were asked the question, "What does the present U. S. No. 1 grade mean?" a wide variety of responses was given. Over half the interviewed buyers in each city thought that the grade referred to quality only. About a fifth thought that it included specifications as to both size and quality, while a small group thought it pertained only to size. Over 10 percent of those who had heard of grades said they didn't know anything about the grade specifications.

In reply to the general question about the meaning of U. S. No. 1, half of those who had heard of grades said that U. S. No. 1 potatoes were top grade, or the highest grade. Several quality factors—such as absence of cuts or bruises, smooth shape, cleanliness—were cited. The single quality factor connected with grading was spontaneously mentioned by more than 8 percent of the buyers in each city. About 1 buyer in 10 said only that U. S. No. 1 potatoes were of good quality (tables 69–70).

When the more leading question, "What does U. S. Grade No. 1 specify about quality?" was asked, a larger number gave specific responses. About one-sixth in each city said that U. S. No. 1 potatoes are free from cuts, cracks, or bruises, and about 10 percent mentioned cleanliness, freedom from decay, and freedom from spots or specks. Cincinnati buyers gave specific responses to this question more often than did buyers in New Orleans. A fifth of the New Orleans buyers and a tenth of the buyers in Cincinnati said they did not know what the grade specified about quality (table 71).

<sup>6</sup> The specifications for U. S. No. 1 grade provide that the potatoes must be of one variety or similar varietal characteristics, fairly well shaped, free from freezing, injury, blight, soft rot or wet break-down and free from damage by other causes. A tolerance of 6 percent, by weight, is allowed for defects including not more than 1 percent for soft rot or wet break-down and an additional tolerance of 5 percent is allowed for hollow heart and internal discoloration. A minimum size of 1½ inches is prescribed unless otherwise specified, with a 3-percent tolerance by weight for potatoes smaller than the minimum.

Other grades are U. S. Fancy and U. S. Extra No. 1, which have more rigid specifications than U. S. No. 1, and U. S. Commercial, and U. S. No. 2, which have less rigid specifications.

The question, "What does U. S. grade No. 1 specify about size?" likewise brought a variety of vague responses. Of the New Orleans group 36 percent and of those in Cincinnati 23 percent said they knew nothing about size specifications of the grade. One-tenth in each city said that U. S. No. 1 potatoes were uniform in size. No one in either city gave the correct size specifications (table 72).

Here is what some buyers said when asked the meaning of U. S. grade No. 1:

They're good quality, clean. No very small ones, no very large ones. Every potato is usable—no rotten ones.

They're supposed to be the best. (What does best mean?) I don't know—I'm not that much of an expert.

Supposed to be the best potato—that's the way we had it figured out. It's supposed to be inspected.

I don't know. Quality is a matter of season. This time of year they're all poor grade.

A large potato. Supposed to have been Government-inspected. Assorted sizes, but no very small ones.

Don't mean a thing. It should be a top-grade potato and all uniform size

*What do these buyers think about the present grade set-up?*—Despite the general lack of information about grades, more than half of the interviewed buyers said they were satisfied in the main with the present grade arrangements. But more than a third of the buyers in New Orleans and more than a fifth in Cincinnati had no opinion as to the present grades. This, considered with the fact that 10 percent in New Orleans and 17 percent in Cincinnati expressed dissatisfaction with the grades, indicates that considerable educational work on the meaning of the grades may be needed among restaurant buyers (table 73).

*What changes would these buyers like to see made in the grade set-up?*—Among those who had heard of grade markings and who did not endorse the present grades, dissatisfaction was apparently with the application of the grades rather than with the specifications themselves. Standards that are more rigid as to uniformity in size and as to quality were suggested next (table 74).

Some of the comments made by buyers regarding the present grade set-up were:

When I call the dealer, I want to be able to say U. S. No. 1 and get the best, all one size. I want to depend on it.

It has its good points but most people don't know what they [the grades] mean. Information doesn't seem to get around much about the grades.

I think some of them [the grades] are lying. They're not what I think the potatoes should be in them.

Grading is all right if a person knew what he's supposed to get.

They could be a little more uniform in size. They come clean and well-packed, though once in a great while we find some bad.

No change in the grades, but they should find some way to keep dealers from monkeying with the potatoes—make them apply the grades.

*How many of these buyers have heard of the new consumer grades?*—A new system of potato grades for the use of consumers was issued late in 1947. A question relating to this was included to get some measure of how many buyers had heard of the new grades. Only 2 percent of the New Orleans group and 4 percent of those in Cincinnati said they had heard of the new consumer grades, at the time of this survey in March and April 1948 (table 75).

## USE OF COMPETING FOOD ITEMS

Consideration of the preferences of potato consumers must necessarily take account of the use of other food items that are sometimes served in place of potatoes and the willingness of buyers to serve potatoes in place of these other foods.

Toward this end, three food items which are regarded as competing with potatoes were mentioned. Buyers were asked how much macaroni, spaghetti, and rice were used weekly, why these foods were served, and whether potatoes might be used in their place.

*How many pounds of macaroni, spaghetti, and rice are served weekly?—Macaroni.*—More than three-fifths of the buyers in New Orleans and half of those in Cincinnati said they had served no macaroni during the week previous to the interview. Most of those who did serve it used 10 pounds or less.

*Spaghetti.*—Spaghetti was used much more in both cities than macaroni. Only 30 percent in New Orleans and about two-fifths in Cincinnati indicated that they had not served spaghetti in the 7 days before the interview. In New Orleans about two-fifths of the independent restaurants reported using 10 pounds or less and another fifth used between 11 and 25 pounds. In Cincinnati two-fifths reported 10 pounds or less and another tenth gave between 11 and 25 pounds as their consumption during the previous week.

*Rice.*—In New Orleans only 12 percent of the restaurant buyers said they had not used rice during the previous week, contrasted with more than two-thirds of those in Cincinnati. In the latter city practically all of those who served rice said they had used 10 pounds or less during the previous week. Among New Orleans buyers, however, almost a fifth said they had used between 26 and 50 pounds, another third gave figures between 11 and 25 pounds, and an additional fourth said they had used between 1 and 10 pounds.

Thus, in Cincinnati, among the three substitutes for potatoes, spaghetti appears to be served most often, with macaroni second, and rice a poor third. New Orleans places rice as by far the most popular of the three substitutes, with spaghetti second. Macaroni appears to be served about as infrequently in New Orleans as is rice in Cincinnati (table 76).

*Why do these buyers serve macaroni and spaghetti?*—When buyers were asked why they served these foods, variety in the menu was the reason most often mentioned for spaghetti and macaroni. Demand was next. For spaghetti, however, its suitability for serving with certain other foods was the second most frequently mentioned reason: 27 percent of the Cincinnati group said they served spaghetti because it went well with chili, and a third of the New Orleans group said it was customarily served with meat balls. Demand took third place as the reason for the use of spaghetti in each city (tables 77, 78).

*Why do these buyers serve rice?*—Cincinnati and New Orleans buyers differed somewhat in the reasons they gave for including rice in their menus. Almost half the Cincinnati users said they served rice because it was a necessary ingredient in certain dishes, and a fourth said they served it because it gave variety to their menus. New Orleans buyers emphasized demand in their responses: 3 out of 10 said they served



rice to meet demand and an equal number said it was a local custom. Only 1 in 10 mentioned variation in menus (table 79).

*Do buyers think they can serve potatoes in place of these foods?*—About a fourth of those interviewed in both cities said they could serve potatoes instead of macaroni. Eight percent in New Orleans and 15 percent in Cincinnati said they could serve potatoes instead of spaghetti, and 14 and 22 percent, respectively, in the two cities, said they could serve potatoes instead of rice.

The significant thing, however, is the fact that two-thirds and more of those who served each of the three potato substitutes said they felt they could not use potatoes in place of any of the three (table 80).

In most cases, the reasons given for not being able to serve potatoes instead of macaroni, spaghetti, or rice were similar to those previously given for including these foods in menus. Macaroni was most often said to be needed for variety; spaghetti, for variety and because it goes well with certain foods; and rice, because of demand, because of variety, and because it is a necessary ingredient in certain dishes. As the reasons so closely parallel those indicated in tables 77 to 79 no separate tabulations are included in this report.

*How many buyers consider macaroni or rice cheaper to serve than potatoes?*—Buyers were about evenly divided as to whether potatoes were cheaper to serve than macaroni or rice and a considerable number either said there was no difference in cost or said they did not know whether there was an appreciable difference. Thus, in Cincinnati, about a third thought macaroni was cheaper than potatoes but another third said that potatoes were cheaper. In New Orleans a slightly larger number of buyers thought macaroni was cheaper than potatoes than the other way round; in both cities there was a slight tendency to regard rice as more expensive than potatoes. The differences are so slight, however, that they have little or no statistical significance. As a matter of fact, work by the Bureau of Human Nutrition and Home Economics indicates that there is no appreciable difference in the cost per serving as between potatoes, rice, and macaroni when costs of raw food only are compared (table 81).

#### ATTITUDES TOWARD PROCESSED POTATO PRODUCTS

Up to this time, the market for the sale of processed potato products such as dehydrated potatoes, canned boiled potatoes, and potato flour has been relatively limited. This has been partly due to an early prejudice against "artificial" foods. In recent years definite technological progress has been made in improving the taste, appearance, and ease of use of such items and as time goes on they may be more widely accepted.

Several questions were asked relating to use of these products and attitudes toward them. The proportion of those who said they would be interested in using any of the products was relatively small, but the reasons buyers gave for their attitudes may provide a basis for a program to remove some prevalent misconceptions and thus to increase the use of these items.

*Dehydrated potatoes.*—Practically none of the buyers interviewed in either New Orleans or Cincinnati was using dehydrated potatoes (table 82). About four out of five said they would not be interested in

using them. About 15 percent said they didn't know whether or not they would be interested; a very small number said they were definitely interested (table 83).

Lack of information appeared to be the main reason among those who said they were not interested; about one in five mentioned this. Of the New Orleans buyers 25 percent mentioned a preference for fresh potatoes, as against only 8 percent in Cincinnati. Dislike of the taste of dehydrated potatoes was mentioned next often. One buyer in ten said he had had, or he had heard of, unfavorable reactions to dehydrated potatoes in the Armed Services (table 84).

A certain reluctance to try a processed product was indicated in the responses among those who gave such answers as, "I don't like anything that's dehydrated" or "I just don't like things like that." Over half of those who said they didn't know whether they would be interested in using dehydrated potatoes gave as a reason lack of information concerning them. In combination with those who gave the same reason for a lack of interest, this appears to imply that dissemination of more information concerning this product might bring a considerable increase in its use.

Some typical comments regarding dehydrated potatoes were:

I don't like 'em. Why eat something false when I can get natural stuff?

I don't think they're any good. They probably spoil faster. They don't have as much food value.

They're no good for the business. These people would know they were dehydrated in a minute.

We tried them and didn't find them satisfactory. We couldn't get the same texture from them, and they tasted different from regular potatoes.

*Canned boiled potatoes.*—About 1 buyer in 20 in both New Orleans and Cincinnati was using canned white boiled potatoes at the time of the survey. Of those who were not, about 10 percent did not know whether they were interested in using them. A very small group expressed definite interest (tables 85, 86).

The New Orleans independents again emphasized preference for fresh potatoes. About a third gave this response. Cincinnati buyers, on the other hand, mentioned more often that canned potatoes were too expensive. About 3 in 10 said this. Preference for fresh potatoes was next most often mentioned in Cincinnati, and in New Orleans price was second (table 87).

Lack of information was given as a reason for lack of interest by less than 10 percent; a higher proportion mentioned this when saying they were not interested in dehydrated potatoes. However, of the undecided group—those who did not know whether they were interested in using canned potatoes—half gave this reason.

Again, many answers indicated lingering prejudices:

I imagine they're too expensive. They buy up all that rubbish and put it in cans.

I just don't like canned stuff. I like it fresh. Canned stuff changes the flavor.

I'm old-fashioned. I like to peel my potatoes and have them the way I want them.

They're a good item and sell well, but they're too expensive for me to use.

Never had any experience with them. If I could find that they'd work, I might try 'em.



Too much trouble opening 'em up.

I believe it's a coming market. It's something new. It's worth a try. 三

*Potato flour.*—Only about 1 buyer in 100 was using potato flour when interviewed. The number of those who did not use this product but who indicated that they might possibly accept its use was greater than the number who said they might accept canned boiled potatoes or dehydrated potatoes (tables 88, 89). Twenty-one percent of the independent buyers in Cincinnati and 15 percent in New Orleans said they did not know whether they would be interested in using it; another 2 percent indicated a definite interest.

Among those who were not interested, unsuitability for individual cooking requirements was the main reason mentioned; 31 percent of the New Orleans independents and 42 percent of those in Cincinnati gave this reason. A fifth of those in Cincinnati and a quarter of those in New Orleans said they did not know anything about potato flour. And, as in the case of the other processed products, the main reason mentioned by those who said they did not know whether they would be interested was lack of information regarding the products. About three buyers out of five in this group in both cities gave this reason (table 90).

Some of the comments about potato flour were:

It serves the same purpose. I don't see why not.

I don't see any need of it. It's a specialty.

The other is all right. If it [potato flour] had some value and was cheaper it'd be all right.

Too heavy. Can't make biscuits out of it—can't make pie crust out of it.

It's too dark. It molds too fast. During the strike I used bread made of potato flour and it molded in one day.

#### GENERAL ATTITUDES TOWARD USE OF POTATOES

At the beginning of each interview, buyers were asked several questions concerning the part played by potatoes in their respective businesses. This served both to introduce the discussion and to provide information as to the determining factors in consumption patterns.

*How important do buyers consider potatoes as a business item?*—About two-thirds of the independent buyers in each city considered potatoes very important in their businesses. A fourth considered them important or fairly so. Only about 1 in 10 said they considered them not important. There is some indication that on the whole Cincinnati buyers considered potatoes somewhat more important than did the New Orleans buyers. High consumers were more apt to rate potatoes as very important in their business than were low consumers (tables 91, 92).

*Why do buyers consider potatoes important?*—Demand was the determining item in buyers' estimates of the importance of potatoes as a business item. About two-thirds of the New Orleans group and three-fourths of the Cincinnati independents cited demand as the basis for their estimate. This held true both for those who considered them very important and for those who did not consider them at all important (table 93).

About 3 buyers in 10 mentioned one or more custom factors as the reason for the importance of potatoes, with such answers as, "They are a staple part of the meal" or "They go well with certain foods."

The food value of potatoes and their utility in certain types of businesses were next most often mentioned (tables 94, 95).

Some of the comments buyers made when asked about the importance of potatoes as a business item were:

They're vital. We use them every meal. Without potatoes we wouldn't get very far. It's 90 percent of the first vegetable called for.

They balance out a meal for you. If we want to serve a special lunch, a potato will help fill the people up.

I would be in bad shape without them. A lot of Dutchmen around here and they like them. I couldn't get along without 'em—I'd have to close down.

It's an American dish. It's something basic, no matter where you are—back in the sticks or in a millionaire club.

On the other hand, some made comments such as:

We don't use so many potatoes. We use rice a good deal—Monday, Thursday, Friday, we have only rice.

We just use them for French fries and short orders.

*Why do restaurants serve potatoes?*—Buyers were also asked why they served potatoes. This question was intended to bring out the reasons why buyers continued to serve potatoes even when they considered them unimportant or relatively unimportant in their businesses. Although demand was again the reason most often given, and custom factors the next most often, a higher proportion—about one in five—mentioned price-cost factors, but only about half that number gave this as a reason for the importance of potatoes in their businesses.

Likewise, the proportion of buyers who mentioned food-value factors as a reason for serving potatoes was appreciably greater than the proportion of those who had mentioned food value as a reason for the importance of potatoes as a business item.

Among the comments buyers made in reply to the question of why they serve potatoes were:

They go with just about everything from eggs on out.

Well, it's a good filler and it's cheap. I have to show a 63-percent gross return to keep my job and let me tell you, brother, that's tough. So potatoes help a lot.

I think every diet requires starch, and potatoes are one of the best sources of starch.

If it wasn't for demand I wouldn't sell them. The price is too high.

They make up one of the profit items—a very good profit item.

*What do buyers think of potatoes as a food?*—On the whole, buyers thought potatoes were a good food, but a relatively small group mentioned specific food-value factors. Three buyers in 10 said only that potatoes were healthful or nourishing. About the same proportion said that they contain starch; the next most frequent answers were that potatoes are filling, that they contain vitamins, and that they are fattening (table 96).

Typical replies to the question, "What do you think of potatoes as a food?" were:

If bread is the staff of life, then potatoes are the flag on the staff.

They're a good food. People who work have to have them. I serve working people here and they eat them every meal, a very healthful food.

I think they are very nourishing, in fact about the nourishingest food there is; even for babies—they strain them for babies.

They contain liberal amounts of necessary proteins and vitamins—it's a filler. The starches in it make it good.

### EFFECTS OF SUPPLY, PRICE, AND QUALITY ON THESE PURCHASES

Supply, price, and quality tend to affect consumption of commodities. To obtain some measure of the specific effects buyers think these factors have on the use of potatoes a series of questions on them was included in the interview.

*Does supply affect potato purchases?*—Buyers were asked, "Does the supply of potatoes on the market at this time of year have anything to do with the amount you buy?" Less than 3 percent in each city said that this influenced them. The few buyers who answered in the affirmative said they bought more when a shortage was anticipated (table 97).

*Does price affect potato purchases?*—Seven percent of the independent buyers in New Orleans and 13 percent in Cincinnati said that price affected the quantity of potatoes they bought. When these buyers were asked whether prices had influenced their purchases within the last year, about half of the group in Cincinnati and seven-eighths of the group in New Orleans said they had. However, the groups in each city were rather small (tables 98, 99).

*Does quality affect potato purchases?*—Only 10 percent of the independents in New Orleans and 15 percent of those in Cincinnati said that quality affected the quantity of potatoes they bought. About two-thirds of these said that they buy less when quality is poor, a third said that they buy more when quality is poor to make up for waste. Only about half of those in each city who stated that quality had affected purchases said that this had happened within the last year (tables 100–102).

Typical comments made by buyers as to how these factors affect their purchases were:

We want to get all we can out of the amount we buy. If we get bad ones we waste part of them, so if they're bad we buy less.

If you get bad quality you have to get more to replace the bad ones.

I'd try to substitute more if the potatoes were bad—use more macaroni or spaghetti.

If the potatoes were better I would use more fresh potatoes. Now I use canned because there is no waste to them.

If they get too high, we buy less and stretch them out.

If prices go too high, I use noodles or macaroni. We can't change our dinner prices as the market fluctuates. I can't pay 2 cents more for potatoes because I can't raise the price so I use noodles and macaroni to take their place in the menu.



## APPENDIX

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## TABLES

TABLE 1.—*Replies to question: "Do you buy one kind of potato to use for all the ways you prepare them or do you buy some to cook in particular ways?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Buy for general use only.....	85	66	6	7	8	11
Buy for special use only.....	12	20	2	3	0	1
Buy for both general and special use.....	3	14	0	1	2	4
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 2.—*Replies to question: "How many pounds of general-purpose potatoes did you get last time you bought them?"*

Pounds bought on last purchase	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
1 to 24 pounds.....	17	9	0	0	1	0
25 to 49 pounds.....	4	5	0	0	0	0
50 to 99 pounds.....	6	5	0	0	0	2
100 to 199 pounds.....	64	63	3	3	4	5
200 to 499 pounds.....	3	15	2	3	3	3
500 pounds and over.....	4	2	0	1	0	3
Not ascertained.....	2	1	1	1	2	2
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15
Average size of last purchase..	Pounds 100. 3	Pounds 114. 6	Pounds 140	Pounds 200	Pounds 138. 1	Pounds 255. 4

 TABLE 3.—*Price paid per 100 pounds of potatoes on last purchase*

Price paid per 100 pounds	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
\$2.99 or less.....	( <sup>1</sup> )	1	0	0	0	. 0
\$3 to \$3.99.....	3	6	0	1	0	3
\$4 to \$4.99.....	29	33	2	4	2	5
\$5 to \$5.99.....	25	29	1	3	4	3
\$6 to \$6.99.....	25	19	2	0	3	4
\$7 to \$7.99.....	6	4	1	0	0	0
\$8 and over.....	5	3	0	0	0	0
Not ascertained.....	7	5	0	0	1	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15
Median price paid per 100 pounds..	Dollars 5. 50	Dollars 5. 00	Dollars 6. 00	Dollars 5. 25	Dollars 5. 75	Dollars 4. 75

<sup>1</sup> Less than 1 percent.

TABLE 4.—*Replies to question: "When you buy potatoes at this time of year, do you buy enough for a day, a week, or for how long?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
Buy for 1 to 4 days.....	42	40	6	11	7	8
Buy for 5 to 7 days.....	39	43	2	0	2	6
Buy for 8 to 14 days.....	9	11	0	0	0	2
Buy for 15 days or more.....	9	5	0	0	1	0
Not ascertained.....	1	1	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 5.—*Replies to question: "From whom do you buy your potatoes—from a local wholesaler, retailer, farmer, or someone else?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
Buy from local wholesaler.....	65	62	5	11	9	11
Buy from retailer.....	25	31	0	0	1	3
Buy from peddler.....	4	4	2	0	0	1
Buy from farmer.....	2	1	0	0	0	1
Buy from wholesaler or retailer.....	2	1	1	0	0	0
Miscellaneous sources of supply.....	2	1	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16



TABLE 6.—*Relation between consumption of potatoes and type of dealer from whom buyers purchase potatoes*

Type of dealer	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Percent	Percent	Percent	Percent
Local wholesaler.....	45	33	65	59	91	83
Retailer.....	43	61	23	35	2	11
Farmer.....	3	2	3	1	0	0
Peddler.....	3	2	4	4	3	5
Wholesaler or retailer.....	6	0	1	0	2	1
Miscellaneous types of dealers.....	0	2	4	1	2	0
Total.....	100	100	100	100	100	100
Number of dealers <sup>1</sup> .....	78	49	92	85	58	88

<sup>1</sup> Includes only the 450 buyers from whom consumption data were obtained.

TABLE 7.—*Replies to question: "Do you always buy from the same dealer?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Buy from same dealer.....	59	68	6	8	6	10
Do not buy from same dealer.....	40	32	2	3	4	6
Not ascertained.....	1	0	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 8.—*Procedures used by independent establishments in purchasing potatoes*

Procedures used	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Buyer shops in person.....	43	34
Buyer orders by telephone.....	22	31
Salesman visits establishment to take order.....	10	6
Buyer buys from peddler.....	7	8
Buyer shops by telephone and in person.....	2	4
Salesman calls by telephone to take order.....	2	5
Buyer has standing order with dealer.....	1	4
Miscellaneous methods of buying.....	3	1
Not ascertained.....	10	7
Total.....	100	100
Number of buyers.....	232	225

TABLE 9.—*Replies to question: "Does your dealer tell you what kind of potatoes he delivers to you?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Dealer tells kind of potatoes delivered.....	50	66	7	8	8	10
Dealer does not tell kind of potatoes delivered.....	50	34	1	3	2	6
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 10.—*Factors mentioned in reply to the question: "What are the most important things you look for in buying potatoes?"*

Factors of—	Independents		Chains		Hotels	
	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati
	Per-cent <sup>1</sup>	Per-cent <sup>1</sup>	Num-ber	Num-ber	Num-ber	Num-ber
Quality-----	81	84	6	10	7	11
Variety-----	61	73	5	7	6	13
Size-----	60	37	5	8	5	7
Price-cost-----	8	6	0	1	2	0
Cooking-----	3	3	0	0	0	4
Number of buyers-----	232	225	8	11	10	16

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

 TABLE 11.—*Quality factors mentioned in reply to the question: "What are the most important things you look for in buying potatoes?"*

Replies	New Orleans	Cin-cinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Potatoes that are not rotten-----	26	19
Potatoes that are firm, sound-----	25	18
Potatoes that have a smooth skin (not knobby, gnarled; no deep eyes)-----	19	37
Potatoes without cuts, cracks, or bruises-----	14	23
Potatoes that are U. S. No. 1 grade-----	12	9
Potatoes without sprouts-----	12	4
Potatoes that are not spotted or specked-----	8	8
Potatoes that are clean (not dirty, dusty)-----	5	11
Potatoes without hollow centers-----	5	5
Potatoes that are good, general (no specific factors mentioned)-----	4	3
Potatoes that have not been damaged by insects or rodents-----	4	1
Potatoes without black streaks inside-----	3	2
Potatoes that are dry on the outside-----	3	2
Potatoes that are not soggy or watery-----	2	4
Potatoes that have not been frozen-----	1	4
Potatoes that are washed-----	0	3
Miscellaneous quality factors mentioned-----	7	6
No quality factors mentioned-----	19	16
Number of buyers-----	232	225

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.



TABLE 12.—*Varietal items mentioned in reply to question: "What are the most important things you look for in buying potatoes?"*

Replies	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Idaho potatoes.....	43	45
White potatoes, general.....	8	2
Red potatoes, general.....	3	13
Irish cobbles.....	2	2
California potatoes.....	1	1
Round potatoes.....	1	0
Long potatoes.....	1	0
Maine potatoes.....	0	1
Red potatoes or Idaho.....	0	6
Miscellaneous varieties.....	2	3
No variety mentioned.....	39	27
Total.....	100	100
Number of buyers.....	232	225

TABLE 13.—*Size items mentioned in reply to question: "What are the most important things you look for in buying potatoes?"*

Replies	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Large potatoes.....	28	19
Medium potatoes.....	14	12
Large long potatoes.....	5	1
Potatoes that are uniform in size, specific size unmentioned.....	3	4
Size mentioned as important but no specific size given.....	3	( <sup>1</sup> )
Small potatoes.....	1	( <sup>1</sup> )
Miscellaneous sizes mentioned.....	6	1
No size mentioned.....	40	63
Total.....	100	100
Number of buyers.....	232	225

<sup>1</sup>Less than 1 percent.

TABLE 14.—Reasons mentioned in reply to question: "Why do you look for these things?"<sup>1</sup>

Reasons	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Waste (waste in peeling, keeping qualities, etc.)-----	Per cent <sup>2</sup> 36	Per cent <sup>2</sup> 49	Number 1	Number 3	Number 1	Number 8
Cooking (best for certain types of preparation, etc.)-----	26	26	4	3	5	6
Handling (ease in peeling, slicing, etc.)-----	21	24	3	5	2	6
Appearance and taste-----	17	12	0	0	1	3
Cost and economy-----	10	11	1	3	1	0
Quality-----	9	11	0	2	1	3
No reasons given-----	22	13	1	1	2	1
Number of buyers-----	232	225	8	11	10	16

<sup>1</sup> Things indicated in tables 10 to 13, inclusive.

<sup>2</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 15.—*Characteristics desired in prepared potatoes*<sup>1</sup>

Characteristics	Percentage of buyers serving preparations							
	Baked		French fried		Mashed		Potato salad	
	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati
	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>	Per-cent <sup>2</sup>
Outside:								
Golden brown-----	38	53	70	76	0	0	0	0
Light brown-----	25	18	18	15	0	0	0	0
Crispy-----	16	9	33	30	0	0	0	0
Dark brown-----	16	7	5	2	0	0	0	0
Soft-----	12	4	5	1	10	4	1	1
Inside:								
Dry, mealy, flaky--	25	45	14	17	3	8	4	2
Creamy-----	22	11	13	0	50	36	8	5
Moist-----	19	7	7	7	9	5	9	15
Soft-----	16	9	29	13	14	7	15	3
White-----	16	7	16	13	32	34	28	8
Firm-----	12	9	17	40	1	2	47	52
Fluffy-----	9	15	5	2	49	67	0	0
Retaining shape---	9	9	11	13	3	4	24	14
Good flavor-----	6	5	12	20	11	17	20	17
Crisp-----	0	2	12	13	0	0	0	0
Mild, bland-----	0	0	4	1	2	1	2	2
Sweet-----	0	0	2	0	5	1	1	1
Cream color-----	0	0	2	2	11	3	11	4
Miscellaneous-----	0	0	1	0	0	1	1	3
Not ascertained-----	3	7	2	2	4	1	2	10
Number of buyers----	32	55	206	165	150	180	169	98

<sup>1</sup> Buyers were shown a card listing the above characteristics and were asked to tell the interviewer, "Which words best describe the kind of potatoes you like to serve."

<sup>2</sup> Percentages total to more than 100 because many buyers mentioned more than 1 characteristic.



TABLE 16.—*Replies to question: "What varieties of potatoes did you buy for general use on your last purchase?"*

Replies	Percentage of buyers who purchased general-purpose potatoes	
	New Orleans	Cincinnati
	Percent	Percent
Idaho potatoes.....	51	39
White potatoes, general.....	5	3
Round potatoes, general.....	4	1
Red potatoes.....	2	11
Maine potatoes.....	1	4
Red triumphs.....	0	8
Miscellaneous varieties mentioned.....	7	10
Don't know.....	21	17
Not ascertained.....	9	7
Total.....	100	100
Number of buyers.....	204	180

TABLE 17.—*Replies to question: "In what part of the country were the potatoes you purchased grown?"*

Replies	New Orleans	Cincinnati
	Percent	Percent
Idaho.....	16	14
Maine.....	1	8
Louisiana.....	4	0
North Dakota.....	1	2
New York—Long Island.....	3	0
California.....	2	1
Nebraska.....	1	2
Michigan.....	0	3
Ohio.....	0	2
Miscellaneous.....	5	7
Don't know.....	64	55
Not ascertained.....	3	6
Total.....	100	100
Number of buyers.....	204	180

TABLE 18.—*Types of potatoes purchased for general use*<sup>1</sup>

Types	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Long, white, netted potatoes.....	58	39	4	3	7	10
Round, white, smooth.....	26	20	2	3	2	0
Round, red, smooth.....	6	37	0	1	0	5
Miscellaneous types.....	7	3	0	0	0	0
Not ascertained.....	3	1	0	1	1	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

<sup>1</sup> Buyers were asked to name the variety of potato last purchased for general use. When this was not known, they were asked to describe the potato in terms of shape, skin, color, and skin texture. In this table these descriptive replies are combined with known characteristics of specified varieties mentioned; for example, those mentioning Idaho potatoes are included in the "long, white, netted group."

TABLE 19.—*Reasons buyers of general-purpose potatoes gave for purchasing a particular variety of potato*

Factors of—	Percentage of buyers of a particular variety of general-purpose potatoes				
	New Orleans <sup>1</sup>		Cincinnati		
	Long, white, netted	Round, white, smooth	Long, white, netted	Round, white, smooth	Round, red, smooth
	Percent <sup>2</sup>	Percent <sup>2</sup>	Percent <sup>2</sup>	Percent <sup>2</sup>	Percent <sup>2</sup>
Cooking.....	30	10	44	14	33
Size.....	19	4	21	3	5
Quality.....	16	10	8	25	17
Availability.....	11	40	3	28	17
Price-cost-profit.....	8	13	17	19	15
General.....	7	12	1	6	6
Convenience.....	6	2	3	3	2
No reasons given.....	13	10	11	8	8
Number of buyers.....	119	52	71	36	66

<sup>1</sup> As only 6 percent of the New Orleans independent buyers bought round, red, smooth potatoes, no tabulation of reasons is given.

<sup>2</sup> Percentages total to more than 100 because some buyers mentioned more than 1 factor.

TABLE 20.—*Replies to question: "Why do you buy that particular variety?"*<sup>1</sup>

Replies	Percentage of buyers of general-purpose potatoes			
	New Orleans		Cincinnati	
	Specific	Over- all group- ing	Specific	Over- all group- ing
	Per- cent <sup>2</sup>	Per- cent <sup>2</sup> 25	Per- cent <sup>2</sup>	Per- cent <sup>2</sup> 33
Cooking factors.....				
Better for French frying.....	9		14	
Better for different reasons—more versatile.....	9		12	
Better for frying.....	8		2	
Better for stews and soups.....	4		1	
Better for mashing.....	2		13	
Hold together in cooking.....	2		7	
Cook up better—general.....	2		5	
Taste better.....	2		3	
Miscellaneous.....	6		12	
Availability factors.....		20		14
Only ones available.....	16		8	
Only ones available at this season.....	3		3	
Sent by dealer (no other reason).....	1		3	
Quantity factors.....		14		14
Are solid, firm.....	7		4	
Are good quality, general.....	5		5	
Keep better, stay fresh longer.....	4		2	
Are smooth, have no deep eyes.....	1		6	
Size factors.....		12		11
Are large.....	7		3	
Are large and long—good for French fries.....	4		4	
Are more uniform in size.....	1		2	
Are a good size—general.....	1		2	
Price, cost, profit factors.....		9		17
Are more economical—less waste.....	8		8	
Are cheaper.....	6		10	
Are a better buy, better value, for the money.....	2		3	
Convenience factors.....		4		2
Are easier to peel.....	4		3	
Easy to handle in preparation.....	1		1	
Miscellaneous factors.....		9		4
Better satisfied—no other reason given.....	6		3	
No reasons given.....	3		2	
Not ascertained.....		12		8
Number of buyers.....		204		180

<sup>1</sup> This refers to general-purpose potatoes purchased on last order.

<sup>2</sup> Percentages in the specific columns may add to more than their subtotals and these may add to more than 100 because some buyers gave more than 1 reply.



TABLE 21.—*Replies to question: "Do you know of any kind of potato you would rather have for general use than the one you are getting now?"*

Replies	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati	New Or-leans	Cin-cinnati
Would rather have another kind of general-purpose potato than the one now used.....	Per- cent 14	Per- cent 18	Num- ber 2	Num- ber 2	Num- ber 0	Num- ber 0
Would rather not have another kind of general-purpose potato than the one now used.....	85	82	4	6	10	15
Not ascertained.....	1	0	0	0	0	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

TABLE 22.—*Replies to question: "Do you prefer a particular kind of potato during the different seasons of the year?"*

Replies	New Orleans	Cincinnati
	Percent	Percent
Use new potatoes in season.....	13	32
Have seasonal preference other than new potatoes.....	3	4
Have no seasonal preference.....	82	64
Not ascertained.....	2	0
Total.....	100	100
Number of buyers.....	232	225

TABLE 23.—*Replies to question: "When you buy potatoes for general use, do you buy a particular size?"*

Replies	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Yes, buy particular size for general use.....	Percent 70	Percent 56	Number 4	Number 2	Number 6	Number 8
Do not buy particular size for general use.....	30	44	2	6	4	7
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

 TABLE 24.—*Replies to question: "What size do you buy?"*

Sizes bought	Percentage of buyers of general-purpose potatoes who buy particular size	
	New Orleans	Cincinnati
	Percent	Percent
Large potatoes.....	31	30
Medium potatoes.....	13	17
U. S. No. 1 size.....	3	13
8-ounce long potatoes.....	3	3
6- to 8-ounce long potatoes.....	3	2
3-inch potatoes.....	2	6
Medium to large.....	1	9
Miscellaneous nonspecific sizes.....	38	16
Not ascertained.....	6	4
Total.....	100	100
Number of buyers.....	142	100

TABLE 25.—*Replies to question: "Why is it that you do not buy a particular size?"*

Replies	Percentage of buyers using general-purpose potatoes who do not buy a particular size	
	New Orleans	Cincinnati
	Percent	Percent
Different sized potatoes can be used for different purposes.....	24	29
Different sizes have not been available.....	18	6
Pay no attention to size in buying.....	13	8
Any size suitable for respondent's uses.....	13	21
Sized potatoes more expensive.....	5	4
Use few potatoes—size makes no difference.....	5	0
Potatoes are about the same size anyway.....	2	4
Miscellaneous replies.....	9	6
Not ascertained.....	11	22
Total.....	100	100
Number of buyers.....	62	80

TABLE 26.—*Relation between consumption of potatoes and number of acceptable sizes*<sup>1</sup>

Number of acceptable sizes	Percentage of buyers of general-purpose potatoes in various consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Percent	Percent	Percent	Percent
1 to 3.....	26	48	28	48	20	37
4 to 6.....	48	34	47	39	62	47
7 to 9.....	24	12	21	11	14	12
Not ascertained.....	2	6	4	2	4	4
Total.....	100	100	100	100	100	100
Number of buyers.....	63	35	87	62	50	80

<sup>1</sup> Each buyer of general-purpose potatoes was shown a set of 9 long or round potatoes (depending on use and preference) and asked to select the smallest and largest sizes acceptable for use in his business. Here the number of acceptable sizes (that is, the number included in the indicated range) is related to level of consumption.



TABLE 27.—*Reasons given for selecting a particular size-range of potatoes*

Reasons	Percentage of buyers of general-purpose potatoes			
	New Orleans		Cincinnati	
	Specific	Over-all grouping	Specific	Over-all grouping
	Percent <sup>1</sup>	Percent <sup>1</sup> 46	Percent <sup>1</sup>	Percent <sup>1</sup> 43
Cooking and appearance factors.....				
Better for French frying, general.....	20		12	
Make longer, better looking French fries.....	10		4	
Large ones in this range good for French frying.....	7		2	
Better for boiling.....	6		7	
Better for mashing.....	4		8	
Small ones in this range good for cooking with vegetables or stews.....	2		1	
Better for baking.....	1		8	
Take less time to cook.....	1		4	
Miscellaneous cooking, taste factors.....	7		7	
Convenience and versatility factors.....		37		36
Easier to handle in preparation.....	14		23	
Can be used in different ways.....	10		6	
Right size for one serving or one side order.....	8		5	
Can be cut to desired size.....	2		1	
Easier to put through slicing machine.....	1		1	
Miscellaneous convenience and versatility factors.....	2		3	
Peeling factors.....		27		29
Easier to peel—save time, work.....	19		18	
Miscellaneous peeling factors.....	8		12	
Price, cost, and waste factors.....		29		18
Potatoes in this range cause less waste, general.....	13		8	
Potatoes in this range have less waste in peeling.....	9		1	
Small ones are too wasteful.....	6		8	
Miscellaneous price, cost, and waste factors.....	1		2	
Quality factors—absence of defects.....		7		20
Large potatoes have hollow centers.....	2		12	
Large potatoes more likely to be rotten.....	1		4	
Miscellaneous quality factors.....	4		5	
No reasons given.....		8		7
Number of buyers.....		204		108

<sup>1</sup> Percentages in the specific columns add to more than their subtotals and sub-totals add to more than 100 because some buyers mentioned more than 1 reason.

TABLE 28.—*Replies to question: "Are the potatoes you get now of these sizes?"*<sup>1</sup>

Replies	Percentage of buyers who purchase general-purpose potatoes	
	New Orleans	Cincinnati
General-purpose potatoes now purchased are within selected range of sizes.....	Percent 86	Percent 76
General-purpose potatoes now purchased are not within selected range of sizes.....	11	21
Not ascertained.....	3	3
Total.....	100	100
Number of buyers.....	204	180

<sup>1</sup> This refers to range of sizes previously selected as acceptable by the respondent.

TABLE 29.—*Replies to question: "Would you rather have potatoes of these sizes or would you rather have them of 1 uniform size?"*<sup>1</sup>

Replies	Buyers who purchase general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Prefer uniform size.....	54	59	2	3	3	9
Prefer variation in size.....	24	25	2	3	3	5
Have no preference.....	21	15	2	2	3	1
Not ascertained.....	1	1	0	0	1	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

<sup>1</sup> This refers to range of sizes previously selected as acceptable by the respondent.

TABLE 30.—*Reasons given for selecting a particular size of potatoes* <sup>1</sup>

Reasons	Percentage of buyers of general-purpose potatoes who prefer a specific uniform size	
	New Orleans	Cincinnati
Cooking and appearance factors:	<i>Percent</i> <sup>2</sup>	<i>Percent</i> <sup>2</sup>
Are better for French frying.....	26	16
Make better looking French fries.....	12	3
Are better for mashing.....	4	3
Cook more easily.....	3	6
Are better for boiling.....	3	5
Are better for baking.....	2	5
Look nicer on the plate.....	2	5
Convenience and versatility factors:		
Are easy to peel.....	31	33
Are easy to handle in preparation.....	14	29
Can be used in many different ways.....	13	14
Are the right size for 1 side order.....	13	8
Are easier to put through a slicing machine.....	3	3
Price, cost, and waste:		
Cause less waste—general.....	15	10
Cause less waste in peeling.....	9	5
Are more economical—general.....	4	2
Quality:		
Are better quality—general.....	4	1
Are less likely to have hollow centers.....	4	1
Miscellaneous reasons for preferring a particular size.....	2	2
No reasons given.....	5	6
Number of buyers.....	110	107

<sup>1</sup> This refers to specific size preferred previously selected by respondent.<sup>2</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.TABLE 31.—*Replies to question: "At the present time are you buying this size?"* <sup>1</sup>

Replies	Percentage of buyers of general-purpose potatoes who prefer a uniform size	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Do not buy preferred size at present.....	53	71
Buy preferred size at present.....	43	27
Not ascertained.....	4	2
Total.....	100	100
Number of buyers.....	110	107

<sup>1</sup> This refers to preferred uniform size previously indicated by respondent.



Table 32.—*Replies to question: "How much more would you be willing to pay per 100 pounds for these potatoes than you are now paying?"*<sup>1</sup>

Replies	Percentage of buyers of general-purpose potatoes who are not now buying preferred size	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
\$0.25 per 100 pounds.....	7	8
\$0.50 per 100 pounds.....	19	30
\$0.75 per 100 pounds.....	5	7
\$1 per 100 pounds.....	8	9
Over \$1 per 100 pounds.....	5	1
Would not be willing to pay more.....	27	29
Don't know.....	7	7
Not ascertained.....	22	9
Total.....	100	100
Number of buyers.....	59	76

<sup>1</sup> This refers to preferred uniform size previously indicated by respondent.

TABLE 33.—*Willingness to buy small potatoes (under 1½ inches or 2 ounces)*<sup>1</sup>

Replies	Buyers of general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would not buy potatoes under 1½ inches or 2 ounces by themselves.....	<i>Percent</i> 89	<i>Percent</i> 85	<i>Number</i> 5	<i>Number</i> 6	<i>Number</i> 9	<i>Number</i> 9
Would buy potatoes under 1½ inches or 2 ounces by themselves.....	7	14	0	1	0	6
Not ascertained.....	4	1	1	1	1	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

<sup>1</sup> This table is based on replies to question: "Would you buy potatoes that were all about this size (under 1½ inches or 2 ounces) all by themselves?"

TABLE 34.—*Reasons given by buyers for not buying small potatoes (under 1½ inches or 2 ounces) by themselves*

Reasons	Percentage of buyers of general-purpose potatoes who would not buy small potatoes by themselves	
	New Orleans	Cincinnati
	<i>Percent</i> <sup>1</sup>	<i>Percent</i> <sup>1</sup>
Take too much time to peel.....	25	35
Cause too much waste in peeling.....	25	14
Are not suitable for French fries.....	19	14
Are too hard to handle in preparation.....	10	21
Cause too much waste, general.....	12	11
Are not suitable for respondent's methods of preparation.....	9	7
Cannot be used in a variety of ways.....	2	6
Miscellaneous reasons for not buying small potatoes.....	8	5
No reasons given.....	19	14
Number of buyers.....	181	153

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 35.—*Willingness to buy small potatoes (under 1½ inches or 2 ounces) if cheaper*<sup>1</sup>

Replies	Buyers of general-purpose potatoes who would not buy small potatoes by themselves					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Would not buy small potatoes if they were cheaper.....	80	83	4	6	7	8
Would buy small potatoes if they were cheaper <sup>2</sup> .....	13	14	0	0	1	1
Not ascertained.....	7	3	1	0	1	0
Total.....	100	100				
Number of buyers.....	181	153	5	6	9	9

<sup>1</sup> This table is based on replies to question: "Would you buy potatoes under 1½ inches or 2 ounces if they were cheaper?"

<sup>2</sup> When buyers were asked the question: "How much cheaper would they have to be per 100 pounds than the potatoes you are now buying?" the median amount mentioned by both New Orleans and Cincinnati buyers was \$1.50 per 100 pounds

TABLE 36.—*Willingness to buy large potatoes (4 inches and 16 ounces or bigger)*<sup>1</sup>

Replies	Buyers of general-purpose potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would not buy large potatoes by themselves.....	Percent 50	Percent 62	Number 3	Number 6	Number 6	Number 9
Would buy large potatoes by themselves.....	48	36	2	2	4	6
Not ascertained.....	2	2	1	0	0	0
Total.....	100	100				
Number of buyers.....	204	180	6	8	10	15

<sup>1</sup> This table is based on replies to question: "Would you buy potatoes that are mixed sizes—at least this big (4 inches or 16 ounces) or this big (4¼ inches or 18 ounces) and possibly even bigger?"

TABLE 37.—*Reasons buyers give for being willing to buy large potatoes by themselves*

Reasons	Percentage of buyers of general-purpose potatoes who would buy potatoes over 4 inches	
	New Orleans	Cincinnati
Cooking factors:	Percent <sup>1</sup>	Percent <sup>1</sup>
Are good for French frying.....	20	11
Are good for general frying purposes.....	4	2
Are good for baking.....	4	0
Are good for mashing.....	1	6
Convenience and versatility factors:		
Are easy to peel.....	17	17
Can be cut to any size desired.....	16	14
Are easy to handle in preparation.....	12	15
Can be used in many ways.....	9	5
Make it easier to judge portions.....	2	3
Are more convenient—fewer to handle.....	1	5
Cost and waste factors:		
Cause less waste in peeling.....	9	8
Cause less waste, general.....	7	3
Are more economical—general.....	3	2
Miscellaneous reasons for buying large potatoes.....	8	5
No reasons given.....	28	22
Number of buyers.....	98	65

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 38.—*Reasons buyers give for not being willing to buy large potatoes by themselves*

Reasons	Percentage of buyers of general-purpose potatoes who would not buy potatoes over 4 inches by themselves	
	New Orleans	Cincinnati
	<i>Percent</i> <sup>1</sup>	<i>Percent</i> <sup>1</sup>
Convenience and versatility factors:		
Are too large for individual servings.....	11	8
Are too hard to handle in preparation.....	10	14
Have to be cut to size.....	5	5
Take too long to cook.....	3	12
Are too hard to peel.....	3	4
Can't be used in a variety of ways.....	3	2
Cost and waste factors:		
Cause too much waste—general.....	6	2
Cause too much waste in peeling.....	4	5
Cooking factors:		
Are too large for French frying.....	8	4
Are too large for baking.....	3	2
Quality factors:		
Have hollow centers.....	15	26
Are not smooth—knobby, bumpy, dumbbell shaped.....	3	3
Have too many cuts and bruises.....	3	2
Are poorer quality, general.....	2	8
Are more likely to be rotten.....	2	4
Are pithy, have fibrous cores.....	2	3
Miscellaneous reasons for not buying large potatoes.....	10	14
No reasons given.....	34	16
Number of buyers.....	101	112

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.



TABLE 39.—*Willingness to buy large potatoes if cheaper*<sup>1</sup>

Replies	Buyers of general-purpose potatoes who would not buy large potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would buy large potatoes if they were cheaper <sup>2</sup> .....	Per-cent 41	Per-cent 37	Num-ber 0	Num-ber 1	Num-ber 0	Num-ber 2
Would not buy large potatoes if they were cheaper.....	38	58	2	5	4	5
Not ascertained.....	21	5	1	0	2	2
Total.....	100	100				
Number of buyers.....	101	112	3	6	6	9

<sup>1</sup> This table is based on replies to the question: "Would you buy large potatoes if they were cheaper?"

<sup>2</sup> When these buyers were asked the question: "How much cheaper would they have to be per 100 pounds than the potatoes you are now buying?", the median amount mentioned by both New Orleans and Cincinnati buyers was \$1 per 100 pounds.

TABLE 40.—*Total weekly consumption of potatoes by those interviewed*<sup>1</sup>

Number of pounds consumed per week	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
1 to 24 pounds.....	19	9	0	0	2	1
25 to 49 pounds.....	15	13	0	0	0	1
50 to 99 pounds.....	16	15	0	0	0	2
100 to 199 pounds.....	23	23	0	1	1	1
200 to 499 pounds.....	17	24	5	2	2	3
500 pounds and over.....	8	15	3	8	4	8
Not ascertained.....	2	1	0	0	1	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16
Median weekly consumption.....	Lbs. 80	Lbs. 100	Lbs. 400	Lbs. 650	Lbs. 400	Lbs. 750

<sup>1</sup> This table is based on replies to question: "About how many pounds of potatoes did you actually use last week for all purposes?"

TABLE 41.—*Proportion of meals served that include potatoes* <sup>1</sup>

Proportion of meals	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
1 to 9 percent.....	2	2
10 to 19 percent.....	7	1
20 to 29 percent.....	10	3
30 to 39 percent.....	9	5
40 to 49 percent.....	4	3
50 to 59 percent.....	17	8
60 to 69 percent.....	6	8
70 to 79 percent.....	14	10
80 to 89 percent.....	7	6
90 to 100 percent.....	15	48
Not ascertained.....	9	6
Total.....	100	100
Number of establishments.....	232	225

<sup>1</sup> This table is based on replies to question: "What proportion of the meals you served last week included potatoes?"

TABLE 42.—*Relation between consumption of potatoes and number of meals served per week*

Number of meals	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
99 and fewer.....	31	51	10	8	0	0
100 to 199.....	29	23	17	15	2	0
200 to 299.....	13	6	20	19	3	6
300 to 499.....	9	2	21	19	12	11
500 to 999.....	3	4	18	19	28	17
1,000 and over.....	1	0	6	6	45	55
Not ascertained.....	14	14	8	14	10	11
Total.....	100	100	100	100	100	100
Number of buyers.....	78	49	92	85	58	88

TABLE 43.—*Relation between consumption of potatoes and seating capacity of independent establishments*

Seating capacity in number of persons	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
1 to 24.....	46	55	11	29	2	13
25 to 49.....	45	29	54	45	37	30
50 to 74.....	5	8	25	14	19	20
75 to 99.....	1	2	4	6	12	9
100 to 149.....	0	2	5	4	12	17
150 to 199.....	0	2	0	0	3	2
200 and over.....	3	0	0	1	15	8
Not ascertained.....	0	2	1	1	0	1
Total.....	100	100	100	100	100	100
Number of establishments.....	78	49	92	85	58	88

TABLE 44.—*Relation between consumption of potatoes and gross income from sale of food among independent establishments*

Gross income from sale of food <sup>1</sup>	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Under \$10,000.....	84	82	58	58	14	10
\$10,000 to \$24,999.....	5	8	25	18	29	18
\$25,000 to \$49,999.....	3	4	10	9	21	26
\$50,000 to \$99,999.....	0	0	1	1	10	14
\$100,000 to \$249,999.....	0	0	0	0	10	13
\$250,000 to \$499,999.....	0	0	0	0	5	0
\$500,000 and over.....	0	0	0	0	2	3
Don't know.....	4	2	1	9	0	13
Not ascertained.....	4	4	5	5	9	3
Total.....	100	100	100	100	100	100
Number of establishments.....	78	49	92	85	58	88

<sup>1</sup> Buyers were asked to indicate the amount of gross income from sale of food for the year 1947. In cases where the establishment had not been in operation for the full year 1947, data were extrapolated.

TABLE 45.—*Methods of preparation used by establishments* <sup>1</sup>

Methods	New Orleans	Cincinnati
	<i>Percent</i> <sup>2</sup>	<i>Percent</i> <sup>2</sup>
French frying.....	85	64
Mashing.....	54	77
Potato salad.....	68	28
Boiling and stewing.....	43	31
General frying (home frying, American frying, etc.).....	20	48
Creaming (with sauce).....	16	15
Au gratin.....	13	10
Baking.....	9	13
Miscellaneous.....	8	5
Not ascertained.....	1	1
Number of buyers.....	232	225

<sup>1</sup> Methods of preparation offered by establishments during 7 days prior to interview.

<sup>2</sup> Percentages total to more than 100 because many buyers mentioned more than 1 method of preparation.

TABLE 46.—*Median number of pounds, used per week in various methods of preparation* <sup>1</sup>

Methods	Median number of pounds	
	New Orleans	Cincinnati
	<i>Pounds</i>	<i>Pounds</i>
French frying.....	40	60
Mashing.....	25	50
Baking.....	20	20
General frying (home frying, American frying, etc.).....	15	40
Boiling and stewing.....	15	25
Potato salad.....	15	15
Creaming (with sauce).....	15	12
Au gratin.....	10	10
Miscellaneous.....	10	15
Number of establishments.....	232	225

<sup>1</sup> This table is based on replies to question: "Can you tell how many pounds you served last week in each of the following ways?"



TABLE 47.—*Median proportions of total weekly consumption of potatoes reported as used for various methods of preparation*

Methods	Median percentages of total consumption	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
French frying.....	50	33
Mashing.....	25	40
Boiling and stewing.....	19	17
Potato salad.....	17	11
Creaming (with sauce).....	12	10
General frying (home frying, American frying, etc.).....	12	20
Baking.....	10	12
Au gratin.....	6	5
Miscellaneous.....	17	13
Number of establishments.....	232	225

TABLE 48.—*Number of methods of preparation used*

Number of methods	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
1 method.....	11	20	2	2	0	1
2 methods.....	24	24	2	1	0	0
3 methods.....	27	23	0	3	2	3
4 methods.....	20	17	0	0	2	4
5 methods.....	12	9	2	1	2	1
6 methods and over.....	5	6	2	4	3	7
Not ascertained.....	1	1	0	0	1	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 49.—*Practices followed by restaurants in serving potatoes to patrons with meals*<sup>1</sup>

Practices followed	New Orleans	Cincinnati
	<i>Percent</i> <sup>2</sup>	<i>Percent</i> <sup>2</sup>
Customer given no choice of potatoes or vegetables.....	48	16
Customer given choice of vegetables including potatoes.....	46	70
Meals always include potatoes but customer is given choice of other vegetables.....	17	26
No regular meals served <sup>3</sup> .....	4	4
Not ascertained.....	2	(4)
Number of establishments.....	232	225

<sup>1</sup> Buyers were asked a series of questions regarding serving practices followed and reasons for such practices.

<sup>2</sup> Percentages total to more than 100 because some establishments follow more than 1 practice. For example some restaurants follow 1 practice for the noon meal and another for the evening meal.

<sup>3</sup> Included in this group are establishments which served potatoes only as side orders with sandwiches or beverages.

<sup>4</sup> Less than 1 percent.

TABLE 50.—*Number of buyers reporting seasonal variation in potatoes served*<sup>1</sup>

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Serve same quantity all year round.....	60	65	6	4	5	8
Serve more during certain seasons.....	33	29	2	7	3	8
Not in business long enough to judge.....	4	4	0	0	0	0
Don't know.....	1	1	0	0	1	0
Not ascertained.....	2	1	0	0	1	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

<sup>1</sup> This table is based on replies to question: "Do you serve the same amount of potatoes all year round or do you serve more potatoes during certain seasons of the year?"

TABLE 51.—*Replies to question: "Does the amount of potatoes you serve at the present time vary from week to week or from day to day?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Quantity served does not vary from week to week or from day to day	Percent 67	Percent 72	Number 6	Number 5	Number 6	Number 11
Quantity served varies from week to week or from day to day	30	27	2	6	3	5
Not ascertained	3	1	0	0	1	0
Total	100	100				
Number of buyers	232	225	8	11	10	16

TABLE 52.—*Replies to question: "How do you decide what amount of potatoes to prepare daily?"*

Replies	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Make same quantity every day	31	34
Prepare potatoes in small quantities as needed or make to order	24	20
Judge by previous business	17	20
Judge by experience—general	10	11
"Just guess at it"	5	9
Judge probable demand by other items offered on menu	3	1
Judge probable demand by amount of work going on in nearby factories, docks, etc.	3	0
Judge probable demand by weather conditions	2	1
Miscellaneous replies	1	1
Don't know	2	1
Not ascertained	10	5
Number of buyers	232	225

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reply.

TABLE 53.—*Meals at which potatoes prepared in certain ways are offered*

Meals	Percentage of buyers offering various methods of preparation									
	French fried		Mashed		Boiled or stewed		Fried		Potato salad	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>	<i>Per-cent</i>
Breakfast only-----	0	1	0	0	0	0	2	7	0	0
Noon meal only----	19	14	29	39	34	33	21	21	18	24
Evening meal only----	8	10	2	3	1	7	6	6	7	5
Noon and evening meals-----	48	51	60	51	57	52	56	30	63	62
Breakfast and noon meals-----	0	0	0	1	0	0	0	3	0	0
All meals-----	24	23	5	4	3	6	15	32	8	7
Miscellaneous-----	1	0	0	0	0	0	0	0	1	0
Not ascertained-----	0	1	4	2	5	2	0	1	3	2
Total-----	100	100	100	100	100	100	100	100	100	100
Number of buyers--	197	145	126	173	99	69	47	107	157	61

TABLE 54.—*Replies to question: "Has anything been wrong with the potatoes you have been getting since last fall?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Per-cent</i>	<i>Per-cent</i>	<i>Num-ber</i>	<i>Num-ber</i>	<i>Num-ber</i>	<i>Num-ber</i>
No-----	56	52	4	7	7	7
Yes-----	41	48	4	4	3	9
Not ascertained-----	3	0	0	0	0	0
Total-----	100	100				
Number of buyers-----	232	225	8	11	10	16



TABLE 55.—*Relation between potato consumption groups and replies to question: "Has anything been wrong with the potatoes you have been getting since last fall?"*

Replies	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
No.....	64	71	59	44	43	48
Yes.....	33	29	40	56	54	52
Not ascertained.....	3	0	1	0	3	0
Total.....	100	100	100	100	100	100
Number of buyers.....	78	49	92	85	58	88

TABLE 56.—*Replies to question: "How many times since last fall have you purchased lots which included a large number of bad potatoes?"*

Replies	Percentage of buyers reporting defects in potatoes purchased in fall and winter 1947-48	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
1 to 3 times.....	30	34
4 to 6 times.....	20	16
7 to 10 times.....	8	6
11 to 15 times.....	8	4
Over 15 times.....	12	11
No lots included a large number of bad ones.....	2	4
Don't know.....	6	3
Not ascertained.....	14	22
Total.....	100	100
Number of buyers.....	95	108

TABLE 57.—*Defects reported by buyers in potatoes bought in fall and winter 1947-48*

Defects	Percentage of buyers reporting defects in potatoes purchased in fall and winter 1947-48	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Hollow centers.....	35	9
Rotten inside—rotten centers.....	26	30
Black or brown streaks inside.....	24	19
Cuts, cracks, or bruises.....	9	19
Sprouts.....	8	2
Are too soft.....	8	2
Sogginess or wateriness.....	7	9
Fall apart in cooking.....	6	3
Frozen spots.....	5	17
Spots, specks, scabs.....	4	6
Deep eyes or too many eyes.....	4	6
Hard and fibrous cores.....	4	3
Don't fry well.....	4	2
Undersized.....	3	6
Odd shapes—knobby, bumpy, dumbbell shaped.....	3	2
Not uniform in size.....	2	4
Have unspecified defects.....	2	4
Green or sunburned.....	2	3
Wet on the outside.....	0	3
Don't mash well.....	0	2
Miscellaneous defects reported.....	10	10
Number of buyers.....	95	108

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 defect.

TABLE 58.—*Replies to question: "When you got these bad lots, about how many pounds out of 100 pounds did you have to throw out because of these things?"*

Pounds reported lost per 100-pound lot	Percentage of buyers reporting bad lots purchased in fall and winter 1947-48	
	New Orleans	Cincinnati
	Percent	Percent
None.....	5	8
1 to 5.....	12	11
6 to 10.....	17	19
11 to 15.....	16	6
16 to 20.....	12	9
21 to 25.....	7	12
Over 25.....	19	19
Not ascertained.....	12	16
Total.....	100	100
Number of buyers.....	95	108
Median loss per 100 pounds.....	Pounds 15	Pounds 15

TABLE 59.—*Replies to question: "About how many pounds out of 100 pounds in your last order did you have to throw out because of defects?"*

Pounds reported lost per 100-pound lot	Percentage of buyers reporting bad lots purchased in fall and winter 1947-48	
	New Orleans	Cincinnati
	Percent	Percent
None.....	42	51
1 to 5.....	14	17
6 to 10.....	11	6
11 to 15.....	3	4
16 to 25.....	7	5
Over 25.....	7	3
Not ascertained.....	16	14
Total.....	100	100
Number of buyers.....	95	108

TABLE 60.—*Replies to question: "Are the potatoes you buy washed or unwashed?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Unwashed.....	65	34	3	4	6	10
Washed.....	32	53	3	6	3	5
Both washed and unwashed.....	1	8	0	1	1	1
Not ascertained.....	2	5	2	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

 TABLE 61.—*Replies to question: "Do you prefer to have potatoes washed?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Prefer washed potatoes.....	50	72	5	8	4	8
Prefer unwashed potatoes.....	31	12	1	1	6	4
Have no preference.....	16	14	1	2	0	2
Not ascertained.....	3	2	1	0	0	2
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16



TABLE 62.—*Relation between practices in buying washed or unwashed potatoes and stated preferences*

NEW ORLEANS		
Preferences	Buyers of washed potatoes	Buyers of unwashed potatoes
	<i>Percent</i>	<i>Percent</i>
Prefer washed potatoes.....	81	34
Prefer unwashed potatoes.....	8	46
No preference.....	11	20
Total.....	100	100
Number of buyers.....	74	151

CINCINNATI		
Preferences	Buyers of washed potatoes	Buyers of unwashed potatoes
	<i>Percent</i>	<i>Percent</i>
Prefer washed potatoes.....	91	50
Prefer unwashed potatoes.....	2	29
No preference.....	7	21
Total.....	100	100
Number of buyers.....	119	77

TABLE 63.—*Reasons given by buyers for preferring washed or unwashed potatoes*

Reasons	New Orleans	Cincinnati
	<i>Percent</i> <sup>1</sup>	<i>Percent</i> <sup>1</sup>
Reasons for preferring washed potatoes:		
Are easier to handle—save time and work.....	26	31
Are more sanitary, cleaner to handle, cause less dirt in kitchen.....	20	41
Are more economical—not necessary to pay for dirt.....	6	7
Are better quality—it is easier to detect defects.....	5	4
Look better.....	4	2
Keep better.....	3	1
Washing prevents damage, keeps dirt from getting into potatoes.....	2	4
Miscellaneous reasons for favorable attitudes.....	1	2
Reasons for preferring unwashed potatoes:		
Potatoes have to be washed regardless of previous washing.....	18	15
Unwashed potatoes keep better.....	9	2
Dampness left by washing causes rot.....	7	1
Washed potatoes cost more.....	3	3
Miscellaneous reasons for unfavorable attitudes.....	5	2
Number of buyers.....	232	225

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 64.—*Replies to question: "What size container do you buy now—pecks, bushels, 50-pound bags, 100-pound bags, or what?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
100 pounds.....	68	78	7	11	9	13
50 pounds.....	8	5	1	0	0	0
10 pounds.....	6	4	0	0	0	1
Pecks (15 pounds).....	1	3	0	0	0	0
Bushels (60 pounds).....	1	2	0	0	0	2
Bulk.....	12	3	0	0	0	0
Miscellaneous size units.....	1	1	0	0	1	0
Not ascertained.....	3	4	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 65.—*Replies to question: "How are your potatoes packed now—in burlap bags, mesh bags, paper bags, wooden boxes, or in some other way?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
Burlap bags.....	72	81	7	11	9	13
Paper bags.....	11	13	1	0	1	1
Mesh bags.....	6	3	0	0	0	0
Miscellaneous.....	8	2	0	0	0	2
Not ascertained.....	3	1	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 66.—*Replies to question: "Would you rather have them packed in some other way (type of container)?"*

Replies	New Or- leans	Cincin- nati
Would rather not have them packed in some other type of container-----	<i>Percent</i> 89	<i>Percent</i> 90
Would rather have them packed in some other type of container-----	6	5
Not ascertained-----	5	5
Total-----	100	100
Number of buyers-----	232	225

TABLE 67.—*Replies to question: "Have you ever heard of grade markings of potatoes?"*

Replies	Independents		Chains		Hotels	
	New Or- leans	Cin- cin- nati	New Or- leans	Cin- cin- nati	New Or- leans	Cin- cin- nati
Have heard of grade markings-----	<i>Per- cent</i> 63	<i>Per- cent</i> 66	<i>Num- ber</i> 8	<i>Num- ber</i> 9	<i>Num- ber</i> 9	<i>Num- ber</i> 13
Have not heard of grade markings-----	37	34	0	2	1	3
Total-----	100	100				
Number of buyers-----	232	225	8	11	10	16

TABLE 68.—*Replies of potato consumption group to question: "Have you ever heard of grade markings of potatoes?"*

Replies	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
Have heard of grade markings.....	55	45	66	65	71	80
Have not heard of grade markings.....	44	55	34	34	29	20
Not ascertained.....	1	0	0	1	0	0
Total.....	100	100	100	100	100	100
Number of buyers.....	78	49	92	85	58	88

 TABLE 69.—*Types of answers given in reply to question: "What does the present U. S. grade No. 1 mean?"*

Types of answers	Buyers who said they had heard of grade markings of potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Per-cent	Per-cent	Number	Number	Number	Number
Answers mentioning quality only.....	54	54	4	4	3	3
Answers mentioning both size and quality.....	24	19	3	3	4	5
Answers mentioning size only.....	5	9	0	1	1	1
Miscellaneous answers.....	0	1	0	0	0	0
Don't know anything about U. S. grade No. 1.....	14	11	0	0	0	0
Not ascertained.....	3	6	1	1	1	4
Total.....	100	100				
Number of buyers.....	145	148	8	9	9	13



TABLE 70.—*Replies to question: "What does the present U. S. grade No. 1 mean?"*

Replies	Percentage of buyers who said they had heard of grade markings of potatoes	
	New Orleans	Cincinnati
Answers mentioning size:		
U. S. No. 1 potatoes have to be a certain size (actual size not mentioned).....	Percent <sup>1</sup> 10	Percent <sup>1</sup> 4
U. S. No. 1 potatoes are large.....	6	5
U. S. No. 1 potatoes are uniform in size.....	5	8
U. S. No. 1 potatoes are medium to large.....	3	2
U. S. No. 1 potatoes are medium size.....	1	4
Miscellaneous.....	4	6
Answers mentioning quality factors:		
U. S. No. 1 potatoes are the best grade, top grade, general.....	55	45
U. S. No. 1 potatoes are good (no other mention of quality).....	10	8
U. S. No. 1 potatoes have no cuts or bruises.....	6	7
U. S. No. 1 potatoes are clean, free from dirt.....	5	8
U. S. No. 1 potatoes are solid, firm.....	5	5
U. S. No. 1 potatoes have smooth skins—no spots, specks, or scabs.....	5	5
U. S. No. 1 potatoes are smooth, not knobby or dumbbell shaped.....	4	8
U. S. No. 1 potatoes are not rotten.....	3	3
Miscellaneous answers mentioning quality.....	6	5
U. S. No. 1 potatoes are inspected or certified.....	1	3
Miscellaneous.....	1	3
Don't know.....	14	11
Not ascertained.....	3	6
Number of buyers.....	145	148

<sup>1</sup> Percentages total to more than 100 because some buyers gave more than 1 answer.

TABLE 71.—*Replies to question: "As far as you know what does U. S. grade No. 1 specify about quality?"*

Replies	Percentage of buyers who said they had heard of grade markings of potatoes	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
U. S. No. 1 potatoes are the best quality, top quality----	54	50
U. S. No. 1 potatoes have no cuts, cracks, or bruises----	16	17
U. S. No. 1 potatoes have no spots, specks, scabs-----	10	9
U. S. No. 1 potatoes are smooth—not knobby or bumpy--	8	17
U. S. No. 1 potatoes are clean, free from dirt-----	8	11
U. S. No. 1 potatoes are not rotten-----	8	11
U. S. No. 1 potatoes are solid, firm-----	8	9
U. S. No. 1 potatoes are good (no other answer given)---	6	7
U. S. No. 1 potatoes are free from rodent_or insect damage-----	4	0
U. S. No. 1 potatoes do not have hollow centers-----	1	3
U. S. No. 1 does not specify anything about quality-----	2	2
Miscellaneous-----	7	11
Don't know what U. S. No. 1 specifies about quality----	20	11
Not ascertained-----	2	4
Number of buyers-----	145	148

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 72.—*Replies to question: "As far as you know what does U. S. grade No. 1 specify about size?"*

Replies	Percentage of buyers who said they had heard of grade markings of potatoes	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
U. S. No. 1 potatoes are large sized.....	12	8
U. S. No. 1 potatoes are uniform in size.....	10	10
U. S. No. 1 potatoes are a certain size (specific size not mentioned).....	5	5
U. S. No. 1 potatoes are medium sized.....	3	7
U. S. No. 1 potatoes are medium to large in size.....	3	4
Miscellaneous specific sizes <sup>1</sup> .....	20	35
U. S. No. 1 does not specify size.....	8	3
Don't know anything about size specification.....	36	23
Not ascertained.....	3	5
Total.....	100	100
Number of buyers.....	145	148

<sup>1</sup> This includes a large number of responses mentioning specific sizes none of which totaled more than 1 percent with the following exceptions: New Orleans 8 to 10 ounces, 2 percent; 6 ounces and over, 2 percent; Cincinnati 2½ to 3 inches, 3 percent; 3 inches and over, 5 percent; 8 to 12 ounces, 2 percent; 10 ounces and over, 2 percent; 12 ounces and over, 3 percent.

TABLE 73.—*Replies to question: "What do you think of the grades as they are set up now?"*

Replies	Buyers who said they had heard of grade markings of potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Satisfied with present grades.....	43	52	3	6	2	4
Satisfied with qualifications.....	12	9	1	2	3	4
Dissatisfied with present grades.....	10	17	1	1	2	1
No opinion.....	35	22	3	0	2	4
Total.....	100	100				
Number of buyers.....	145	148	8	9	9	13

TABLE 74.—*Replies to question: "What changes would you like to see made in the way the grades are set up?"*

Replies	Percentages of buyers who expressed dissatisfaction with present grades	
	New Orleans	Cincinnati
Potatoes should come the way they are marked, be up to grade.....	Percent <sup>1</sup> 19	Percent <sup>1</sup> 22
More uniformity in size should be required.....	9	14
Should be varied size grades—potatoes should be available in special sizes.....	4	3
Quality standards should be more rigid.....	3	14
Government should be more strict, allow no cheating.....	3	7
Potatoes should be more uniform in quality and/or size.....	3	3
Minimum size of U. S. No. 1 grade should be increased.....	0	5
Potatoes should be larger, general.....	0	2
Miscellaneous.....	13	16
Don't know what changes should be made.....	3	3
Not ascertained.....	0	0
Number of buyers.....	77	58

<sup>1</sup> Percentages total to more than 100 because some buyers gave more than 1 answer.

TABLE 75.—*Replies to question: "Have you heard of the new consumer grades that have been set up?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Have not heard of new consumer grades.....	Percent 97	Percent 94	Number 8	Number 8	Number 9	Number 15
Have heard of new consumer grades.....	2	4	0	3	1	1
Not ascertained.....	1	2	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16



TABLE 76.—*Replies to question: "How many pounds of macaroni (spaghetti) (rice) did you serve last week?"*

Number of pounds served	New Orleans	Cincinnati
Macaroni:	<i>Percent</i>	<i>Percent</i>
1 to 10 pounds.....	28	43
11 to 25 pounds.....	6	5
26 pounds and over.....	2	1
Did not serve any macaroni last week.....	62	50
Not ascertained.....	2	1
Total.....	100	100
Spaghetti:		
1 to 10 pounds.....	42	40
11 to 25 pounds.....	20	10
26 pounds and over.....	5	6
Did not serve spaghetti last week.....	30	42
Not ascertained.....	3	2
Total.....	100	100
Rice:		
1 to 10 pounds.....	26	28
11 to 25 pounds.....	34	3
26 to 50 pounds.....	19	1
51 pounds and over.....	7	0
Did not serve rice last week.....	12	67
Not ascertained.....	2	1
Total.....	100	100
Number of buyers.....	232	225

TABLE 77.—*Replies to question: "What made you decide to include macaroni in your meals?"*

Replies	Percentage of buyers who serve macaroni	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Adds variety to the menu.....	60	35
People want it, general.....	22	18
Goes well with certain foods, general.....	8	4
Is cheap.....	5	3
Furnishes starch needed in the diet.....	3	4
Is filling.....	3	2
Is healthful, nourishing.....	3	1
Can be served as a main dish.....	2	6
Goes well with fish.....	1	11
Is a necessary ingredient in certain dishes.....	1	7
Is served on fast days.....	0	10
Is a substitute for meat.....	0	12
Is customarily served on Friday.....	0	8
Is a good substitute for potatoes.....	0	4
Can be served as a side dish ("as a vegetable").....	0	4
Miscellaneous reasons for including macaroni.....	3	2
Not ascertained.....	14	4
Number of buyers.....	88	113

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 78.—*Replies to question: "What made you decide to include spaghetti in your meals?"*

Replies	Percentage of buyers who serve spaghetti	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Adds variety to the menu.....	37	29
Is customarily served with meat balls.....	33	16
People want spaghetti, general.....	20	10
Goes well with certain foods, general.....	8	8
Is a featured specialty on the menu.....	8	2
Is cheap.....	6	2
Can be used as a main dish.....	2	5
Is filling.....	2	2
Is easy to prepare.....	2	0
Goes well with chili.....	1	27
Is customarily served with Italian foods.....	1	5
Is a substitute for meat.....	1	2
Furnishes starch needed in the diet.....	0	5
Can be served as a side dish ("as a vegetable").....	0	2
Goes well with fish.....	0	3
Miscellaneous reasons for including spaghetti.....	1	5
Not ascertained.....	13	6
Number of buyers.....	163	130

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 79.—*Replies to question: "What made you decide to include rice in your meals?"*

Replies	Percentage of buyers who serve rice	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
People want rice, general.....	30	11
Local custom—French people like rice.....	30	0
Is a necessary ingredient.....	13	49
Goes well with certain foods.....	13	7
Adds variety to the menu.....	11	26
Goes well with beans.....	9	0
Is cheap.....	6	4
Is a good profit item—goes further than other foods.....	3	3
Is filling.....	3	1
Goes well with Chinese food.....	2	7
Is healthful, nourishing, etc.....	2	4
Furnishes starch to the diet.....	2	3
Is a substantial food for working men.....	2	0
Is always available.....	1	0
Miscellaneous reasons for serving rice.....	3	3
Don't know.....	1	0
Not ascertained.....	4	9
Number of buyers.....	203	74

<sup>1</sup> Percentages total to more than 100 because some of the buyers mentioned more than 1 reason.

TABLE 80.—*Replies to question: "Do you think you could serve potatoes instead of macaroni, spaghetti, rice in these meals?"*

Replies	Buyers who serve each of the 3 substitutes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
On macaroni:	<i>Per-</i>	<i>Per-</i>	<i>Num-</i>	<i>Num-</i>	<i>Num-</i>	<i>Num-</i>
Could serve potatoes instead of macaroni.....	cent 23	cent 26	ber 1	ber 1	ber 1	ber 2
Could not serve potatoes instead of macaroni.....	67	68	2	8	3	11
Not ascertained.....	10	6	1	0	2	0
Total.....	100	100				
Number of buyers who served macaroni.....	88	113	4	9	6	13
On spaghetti:						
Could serve potatoes instead of spaghetti.....	8	15	0	1	0	4
Could not serve potatoes instead of spaghetti.....	77	74	4	6	6	9
Not ascertained.....	15	11	1	1	3	0
Total.....	100	100				
Number of buyers who served spaghetti.....	163	130	5	8	9	13
On rice:						
Could serve potatoes instead of rice.....	14	22	1	0	1	3
Could not serve potatoes instead of rice.....	82	67	2	3	7	6
Not ascertained.....	4	11	1	1	2	1
Total.....	100	100				
Number of buyers who served rice..	203	74	4	4	10	10



TABLE 81.—*Replies to question: "Which is cheaper for you to serve, macaroni or potatoes?" "Rice or potatoes?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
Macaroni is cheaper to serve.....	29	32	0	3	3	5
Potatoes are cheaper to serve.....	22	32	3	5	4	4
Each costs the same to serve.....	11	8	0	1	0	3
Don't know.....	2	4	1	1	2	0
Not ascertained.....	36	24	4	1	1	4
Total.....	100	100				
Rice is cheaper to serve.....	34	19	2	3	2	4
Potatoes are cheaper to serve.....	38	25	3	4	6	5
Each costs the same to serve.....	15	7	0	0	1	3
Don't know.....	3	10	0	1	1	0
Not ascertained.....	10	39	3	3	0	4
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 82.—*Replies to question: "Do you use any dehydrated potatoes?"*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
Use dehydrated potatoes.....	1	0	0	0	0	0
Do not use dehydrated potatoes.....	99	99	8	11	10	16
Not ascertained.....	0	1	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 83.—*Replies to question: "Do you think you would be interested in using dehydrated potatoes?"*

Replies	Buyers who do not use dehydrated potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would be interested in using dehydrated potatoes.....	Percent 2	Percent 1	Number 0	Number 0	Number 2	Number 0
Would not be interested in using dehydrated potatoes.....	84	81	8	8	6	14
Don't know.....	13	18	0	3	2	1
Not ascertained.....	1	0	0	0	0	1
Total.....	100	100				
Number of buyers.....	229	223	8	11	10	16

TABLE 84.—*Reasons buyers gave for not being interested in using dehydrated potatoes*

Reasons	Percentage of buyers not interested in using dehydrated potatoes	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Prefer fresh potatoes.....	24	8
Don't know anything about dehydrated potatoes, general.....	22	16
Don't like taste of them.....	11	14
Had unfavorable experience with dehydrated potatoes in military service.....	10	10
Patrons do not like them.....	8	9
They are not suitable for buyers' needs.....	7	5
"Just don't like them".....	6	11
They cannot be used for French frying.....	6	3
Don't like anything dehydrated.....	4	4
Satisfied with present practice—general.....	3	6
They are too expensive.....	2	4
They are too much trouble to prepare.....	2	4
They cannot be used for stews.....	2	0
Don't like their appearance.....	1	4
Unfavorable past experience—general.....	1	1
Miscellaneous reasons for not being interested in using dehydrated potatoes.....	5	5
No reasons given.....	8	9
Number of buyers.....	193	180

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 85.—*Replies to question: "Do you use any canned white boiled potatoes?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Use canned white boiled potatoes-----	Per-cent 7	Per-cent 5	Num-ber 0	Num-ber 2	Num-ber 2	Num-ber 2
Do not use canned white boiled potatoes-----	93	94	8	9	8	14
Not ascertained-----	0	1	0	0	0	0
Total-----	100	100				
Number of buyers-----	232	225	8	11	10	16

TABLE 86.—*Replies to question: "Do you think you would be interested in using canned white boiled potatoes?"*

Replies	Buyers who do not use canned white boiled potatoes					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would be interested in using them-----	Per-cent 3	Per-cent 1	Num-ber 0	Num-ber 0	Num-ber 0	Num-ber 0
Would not be interested in using them-----	89	86	6	7	5	13
Don't know-----	8	12	1	2	3	0
Not ascertained-----	0	1	1	0	0	1
Total-----	100	100				
Number of buyers-----	215	212	8	9	8	14

TABLE 87.—*Reasons buyers gave for not being interested in using canned white boiled potatoes*

Reasons	Percentage of buyers not interested in using canned white boiled potatoes	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Prefer fresh potatoes (no other reason given)-----	34	23
Canned potatoes are too expensive-----	19	30
Don't know anything about them-----	9	8
"Don't like anything canned"-----	8	3
They are not suitable for buyers' needs, general-----	7	6
They cannot be used for French frying-----	7	5
Patrons do not like them-----	7	3
Don't like taste of them-----	6	8
"Just don't like them"-----	5	4
Satisfied with present practice—general-----	3	5
They are soggy, water soaked-----	1	3
They lack food value-----	1	1
Too much trouble opening cans-----	0	2
Miscellaneous reasons for not being interested in canned white boiled potatoes-----	4	6
No reasons given-----	6	6
Number of buyers-----	191	182

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

 TABLE 88.—*Replies to question: "Do you use any potato flour?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Use potato flour-----	1	2	0	1	2	1
Do not use potato flour-----	99	97	8	9	7	15
Not ascertained-----	0	1	0	1	1	0
Total-----	100	100				
Number of buyers-----	232	225	8	11	10	16



TABLE 89.—*Replies to question: "Do you think you would be interested in using potato flour?"*

Replies	Buyers who do not use potato flour					
	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Would be interested in using potato flour.....	Per- cent 3	Per- cent 2	Num- ber 0	Num- ber 0	Num- ber 1	Num- ber 3
Would not be interested in using potato flour.....	81	77	7	7	4	9
Don't know.....	15	21	1	2	2	2
Not ascertained.....	1	0	0	0	0	1
Total.....	100	100				
Number of buyers.....	229	218	8	9	7	15

TABLE 90.—*Reasons buyers give for not being interested in using potato flour*

Reasons	Percentage of buyers not interested in using potato flour	
	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>
Potato flour is not suitable for buyers' needs, general.....	31	42
Don't know anything about potato flour—don't know how to use potato flour.....	26	20
Satisfied with present practice, general.....	9	10
Do not do any baking.....	8	11
"Just don't like it".....	4	2
Do not use any flour or much flour.....	4	1
Miscellaneous reasons for not being interested in potato flour.....	6	9
Don't know.....	1	5
No reasons given.....	19	6
Number of buyers.....	186	168

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 91.—*Replies to question: "How important are potatoes in your business?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Very important.....	65	70	6	9	10	12
Important.....	13	14	2	1	0	3
Fairly important.....	10	10	0	1	0	1
Not important.....	12	6	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 92.—*Relation between consumption of potatoes and attitude toward importance of potatoes in buyers' establishments*

Attitude toward importance of potatoes	Potato consumption groups					
	Low consumers		Medium consumers		High consumers	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Percent	Percent	Percent	Percent
Independents:						
Very important.....	40	57	74	68	86	76
Important.....	10	8	16	14	10	18
Fairly important.....	19	16	8	12	2	6
Not important.....	31	19	2	6	2	0
Total.....	100	100	100	100	100	100
Number of buyers <sup>1</sup> .....	78	49	92	85	58	88
Chains:	Number	Number	Number	Number	Number	Number
Very important.....	0	0	0	1	6	8
Important.....	0	0	0	0	2	1
Fairly important.....	0	0	0	0	0	1
Not important.....	0	0	0	0	0	0
Number of buyers.....	0	0	0	1	8	10
Hotels:						
Very important.....	2	1	1	1	6	10
Important.....	0	0	0	2	0	1
Fairly important.....	0	1	0	0	0	0
Not important.....	0	0	0	0	0	0
Number of buyers.....	2	2	1	3	6	11

<sup>1</sup> Includes only the 450 independent buyers from whom consumption data were obtained.

TABLE 93.—*Over-all reasons given by buyers for importance of potatoes in their businesses*

Reasons	Very im- portant		Important or fairly im- portant		Not im- portant	
	New Or- leans	Cin- cin- nati	New Or- leans	Cin- cin- nati	New Or- leans	Cin- cin- nati
	<i>Per- cent</i> <sup>1</sup>	<i>Per- cent</i> <sup>1</sup>	<i>Per- cent</i> <sup>1</sup>	<i>Per- cent</i> <sup>1</sup>	<i>Per- cent</i> <sup>1</sup>	<i>Per- cent</i> <sup>1</sup>
Demand or lack of demand.....	67	81	72	67	41	43
Custom ("go well with other foods").....	38	33	22	20	0	0
Food value.....	19	12	15	7	0	0
Type of business.....	13	10	11	20	37	43
Price, cost, or profit.....	10	8	6	5	11	9
Versatility ("can be prepared in many ways").....	6	3	6	4	0	0
Convenience or availability.....	1	1	0	4	0	0
No reasons given.....	7	1	11	6	18	14
Number of buyers.....	151	156	54	55	27	14

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

TABLE 94.—*Replies to questions: "How important are potatoes in your business?" "Why is that?"*

Reasons	New Orleans		Cincinnati	
	Specific	Over-all grouping	Specific	Over-all grouping
	Per-cent <sup>1</sup>	Per-cent <sup>1</sup>	Per-cent <sup>1</sup>	Per-cent <sup>1</sup>
Demand—use factors.....		65		74
Customers like them.....	29		32	
Served with every meal—used every day.....	22		26	
Main seller—backbone of the business.....	10		19	
There is little demand for them.....	9		4	
Custom factors.....		31		28
They are a staple part of the meal.....	7		15	
They go well with meats.....	7		6	
They go well with many foods.....	7		3	
They go well with fish and seafood.....	6		3	
They go well with poultry.....	4		( <sup>2</sup> )	
They are necessary ingredient in stews.....	3		0	
They go well with sandwiches.....	1		2	
They go well with beer.....	( <sup>2</sup> )		2	
Food-value factors.....		16		10
They are filling.....	5		2	
They are good for you—nourishing.....	4		3	
They supply starch needed in diet.....	3		3	
Miscellaneous food-value factors.....	5		3	
Type-of-business factors.....		15		16
They are needed for short orders.....	7		4	
Business caters to working people.....	3		4	
Business features other foods (chili, spaghetti).....	3		3	
Miscellaneous type-of-business factors.....	3		6	
Price—cost—profit factors.....		9		7
They are inexpensive, cheap.....	4		3	
They are a good profit item.....	2		2	
They make it possible to save other foods.....	2		2	
They are not cheap.....	1		( <sup>2</sup> )	
Versatility factors.....		5		3
They can be prepared in many ways.....	5		3	
No reasons given.....		8		2
Number of buyers.....		232		225

<sup>1</sup> Percentages in the specific columns add to more than their subtotal and these add to more than 100 because some buyers mentioned more than 1 reason.

<sup>2</sup> Less than 1 percent.



TABLE 95.—*Replies to question: "What are the main reasons why you serve potatoes?"*

Reasons	New Orleans		Cincinnati	
	Speci- fic	Over- all group- ing	Speci- fic	Over- all group- ing
	Per- cent <sup>1</sup>	Per- cent <sup>1</sup>	Per- cent <sup>1</sup>	Per- cent <sup>1</sup>
Demand—use factors.....		63		63
They are asked for—people like them.....	59		58	
They add variety to menu.....	4		1	
Miscellaneous demand—use factor.....	2		4	
Custom factors.....		34		35
They are a staple part of the meal.....	11		22	
They go well with meals.....	10		9	
They go well with seafoods.....	9		1	
They go well with many foods.....	6		4	
They go well with poultry.....	3		(2)	
They are necessary ingredient in stews.....	3		0	
Food-value factors.....		25		24
They are filling.....	9		6	
They are good for you, nourishing.....	7		8	
They supply starch needed in diet.....	4		6	
They help to make a balanced meal.....	3		2	
They add variety to menu.....	2		2	
Miscellaneous food-value factors.....	1		1	
Price—cost—profit factors.....		18		19
They are cheap, inexpensive.....	7		7	
They are a good profit item.....	5		7	
They make it possible to save other foods.....	2		3	
Miscellaneous price, cost, profit factors.....	4		2	
Convenience and availability factors.....		8		6
They are easy to prepare.....	7		5	
Miscellaneous convenience, and availability fac- tors.....	2		1	
Type of business factors.....		7		8
They are needed for short orders.....	3		2	
Business caters to working people.....	3		5	
Miscellaneous type-of-business factors.....	1		1	
Versatility factors.....		7		4
They can be prepared in many ways.....	7		4	
Taste, appearance factors.....		4		(2)
They are tasty, appetizing.....	3		(2)	
They make a nice-looking dish.....	1		0	
Miscellaneous factors.....		4		6
No reasons given.....		3		3
Number of buyers.....		232		225

<sup>1</sup> Percentages in the specific columns add to more than their subtotals and these add to more than 100 because some buyers mentioned more than one reason.

<sup>2</sup> Less than 1 percent.

TABLE 96.—*Replies to question: "What you think of potatoes as a food?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>	Number	Number	Number	Number
Contain starch, carbohydrates.....	32	27	3	4	9	8
Are a good food, healthful, nourishing.....	30	30	2	2	0	3
Are filling.....	17	13	1	4	1	3
Contain vitamins.....	14	8	0	0	1	3
Are fattening.....	13	13	0	0	0	1
Are a body builder.....	8	6	0	0	0	0
Provide energy or heat (calories).....	5	4	1	1	0	1
Are substantial—stick to your ribs.....	5	2	0	0	0	0
Contain protein.....	4	4	0	0	1	3
Are necessary part of diet.....	3	4	0	1	1	1
Are needed to balance diet.....	2	2	1	1	1	0
Contain minerals.....	1	1	0	0	0	2
Contain iron.....	1	1	0	0	0	1
Miscellaneous.....	4	5	2	1	0	1
Don't know.....	5	5	1	1	1	0
Not ascertained.....	4	8	1	0	0	1
Number of buyers.....	232	225	8	11	10	16

<sup>1</sup> Percentages total to more than 100 because some buyers mentioned more than 1 reason.

 TABLE 97.—*Replies to question: "Does the supply of potatoes on the market at this time of year have anything to do with the amount you buy?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent <sup>1</sup>	Percent <sup>1</sup>	Number	Number	Number	Number
Yes.....	(1)	3	0	0	0	0
No.....	99	97	8	11	10	16
Don't know.....	(1)	(1)	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

<sup>1</sup> Less than 5 percent.

TABLE 98.—*Replies to question: "Does the price of potatoes on the market at this time of year have anything to do with the amount you buy?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Yes.....	7	13	1	0	2	4
No.....	92	87	7	11	8	12
Not ascertained.....	1	0	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 99.—*Replies to question: "Has the price of potatoes affected the amount you bought within the last year?"*

Replies	Percentage of buyers who say that price affects amount purchased	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Yes.....	88	48
No.....	12	42
Not ascertained.....	0	10
Total.....	100	100
Number of buyers.....	16	29

TABLE 100.—*Replies to question: "Does the quality of the potatoes on the market at this time of year have anything to do with the amount you buy?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>	<i>Number</i>
Yes.....	10	15	0	0	1	4
No.....	89	85	8	11	9	12
Not ascertained.....	1	0	0	0	0	0
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

TABLE 101.—*Replies to question: "In what way does quality affect the amount you buy?"*

Replies	Percentage of buyers who said quality affects amount purchased	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Buy less when quality is poor.....	69	59
Buy more when quality is poor to make up for waste.....	30	35
Not ascertained.....	1	6
Total.....	100	100
Number of buyers.....	23	34



TABLE 102.—*Replies to question: "Has this happened in the last year?"*<sup>1</sup>

Replies	Percentage of buyers who said quality affects amount purchased .	
	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
Yes.....	43	50
No.....	22	18
Not ascertained.....	35	32
Total.....	100	100
Number of buyers.....	23	34

<sup>1</sup> This refers to the preceding question: "Does the quality of potatoes on the market at this time of year have anything to do with the amount you buy?"

#### CHARACTERISTICS OF ESTABLISHMENTS IN THE SAMPLE

Some of the differences between the establishments in New Orleans and those in Cincinnati have been indicated in preceding sections of this report: Restaurants in Cincinnati reported higher weekly consumption than did those in New Orleans; Cincinnati buyers used red potatoes considerably more than did New Orleans buyers; buyers in New Orleans were willing to accept a broader range of sizes of general-purpose potatoes than were those in Cincinnati.

Tables 103 and 104 summarize some of the other comparisons between independent establishments in the two cities. A somewhat higher proportion of restaurants in Cincinnati were cafeterias and counter establishments than in New Orleans. Restaurants in Cincinnati also kept longer hours than did those in the Louisiana city.

Of the buyers for independent establishments in New Orleans, 78 percent were owners, whereas 68 percent were in this class in Cincinnati. Likewise, there appeared to be somewhat less turn-over in Cincinnati establishments as the median group had been in business between 5 and 10 years, whereas in New Orleans the median group had been in business from 2 to 3 years.

Establishments in New Orleans used fewer potatoes weekly than those in Cincinnati (80 and 100 pounds, respectively) but they reported paying more for them (\$5.50 compared with \$5 per 100 pounds). One buyer in five in Cincinnati reported using special-purpose potatoes while only one buyer in eight in New Orleans reported this.

Possibly the most significant illustration of difference between the two cities is shown in table 105. Fifty-six percent of the independent establishments in New Orleans reported annual income from food sales of less than \$10,000 a year, whereas 44 percent of the Cincinnati independents were in this category.

Only a small fraction of the buyers in each city reported having had any special training as food buyers (table 106). Such training included courses in home economics, restaurant management, dietetics, etc.

Tables 107 to 112 give other characteristics of New Orleans and Cincinnati restaurants, such as highest and lowest median price, years in business, seating capacity, type of patronage by race, number of days per week establishments are open, and the extent of use of mechanical potato peelers.

TABLE 103.—*Comparison of characteristics of independent establishments in the sample*

Characteristics	New Orleans	Cincinnati
	<i>Percent</i>	<i>Percent</i>
General restaurants.....	83.6	71.1
Counter-type restaurants.....	3.0	7.1
Cafeterias.....	2.1	7.1
Restaurants catering to white patronage.....	67.2	66.6
Owner-respondents.....	78.0	68.4
Restaurants buying special-purpose potatoes.....	12.0	19.9
Use mechanical potato peelers.....	4.7	12.0
Open fewer than 6 hours daily.....	3.0	3.5
Open 6 to 12 hours daily.....	18.1	18.6
Open 12 to 18 hours daily.....	56.0	44.4
Open 18 to 24 hours daily.....	11.2	22.6
	<i>Number</i>	<i>Number</i>
Total seating capacity—median group.....	25-49	25-49
	<i>Years</i>	<i>Years</i>
Number of years in business—median group.....	2-3	5-10
	<i>Dollars</i>	<i>Dollars</i>
Price per 100 pounds of last purchase of general-purpose potatoes—median price.....	5.50	5.00
	<i>Pounds</i>	<i>Pounds</i>
Median number of pounds of potatoes used week previous to interview.....	80	100

TABLE 104.—*Kinds of independent establishments in the sample*

Kinds of establishments	Percentage of independent establishments	
	New Orleans	Cincinnati
	Percent	Percent
Restaurant, general.....	84	71
Restaurant, specialty (seafood, barbecue).....	4	7
Restaurant, foreign specialty (Chinese, Italian, etc.).....	4	2
Diners, counter restaurants.....	3	7
Cafeterias.....	2	7
Restaurants, short-order, sandwich shops.....	2	1
Bars, taverns.....	0	4
Restaurants, miscellaneous.....	1	1
Total.....	100	100
Number of establishments.....	232	225

TABLE 105.—*Gross income from sales of food for 1947 of independent establishments*

Gross income from sales of food	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Under \$10,000.....	56	44	0	0	3	1
\$10,000 to \$24,999.....	19	16	0	0	1	3
\$25,000 to \$49,999.....	10	15	0	2	1	0
\$50,000 to \$99,999.....	3	6	1	1	1	2
\$100,000 to \$249,999.....	3	5	3	2	1	0
\$250,000 to \$499,999.....	1	0	0	3	1	2
\$500,000 and over.....	(1)	1	2	2	1	5
Don't know.....	2	9	0	1	0	0
Not ascertained.....	6	4	2	0	1	3
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

<sup>1</sup> Less than 1 percent.

TABLE 106.—*Replies to question: "Have you had any special training as a buyer?"*

Replies	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
Yes—have had special training as buyer <sup>1</sup> .....	Percent 2	Percent 3	Number 1	Number 4	Number 1	Number 1
No—have not had special training as buyer.....	98	97	7	7	9	15
Total.....	100	100				
Number of buyers.....	232	225	8	11	10	16

<sup>1</sup> Includes college training in home economics, and dietetics courses, training courses in restaurant management, etc.

 TABLE 107.—*Prices charged for menu items at evening meal<sup>1</sup>*

Type of service	New Orleans					
	Range of lowest prices		Median lowest price	Range of highest prices		Median highest price
Complete meal, including appetizer and dessert.....	Cents 25	Dollars 3. 50	Cents 50	Cents 26	Dollars 5. 00	Dollars 0. 90
Platter—"Blue plate special".....	15	1. 00	40	26	3. 25	. 75
Meat item only.....	13	2. 50	40	30	7. 50	1. 25
Number of establishments.....			232			

Type of service	Cincinnati					
	Range of lowest prices		Median lowest price	Range of highest prices		Median highest price
Complete meal, including appetizer and dessert.....	Cents 30	Dollars 1. 75	Cents 55	Cents 45	Dollars 3. 00	Cents 90
Platter—"Blue plate special".....	15	1. 00	50	30	2. 50	60
Meat item only.....	7	. 60	20	13	1. 75	45
Number of establishments.....			225			

<sup>1</sup> Buyers were asked to give the lowest and highest prices of evening meals of date of the interview. Because some restaurants do not offer fixed-price meals, it was necessary in some cases to get this information on the basis of platters or meat items offered.



TABLE 108.—*Number of years establishments have been in business under the same ownership*

Number of years	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
Less than 1 year.....	17	16	2	0	0	1
1 year to 1 year, 11 months.....	16	11	0	0	0	0
2 years to 2 years, 11 months.....	15	8	0	0	1	0
3 years to 3 years, 11 months.....	6	5	0	0	1	0
4 years to 4 years, 11 months.....	3	4	0	1	0	0
5 years to 9 years, 11 months.....	13	16	1	3	1	0
10 years to 14 years, 11 months.....	10	15	2	1	1	0
15 years and over.....	15	20	3	5	5	13
Not ascertained.....	5	5	0	1	1	2
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

TABLE 109.—*Total seating capacity of establishments in sample*

Number of persons	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Percent	Percent	Number	Number	Number	Number
1 to 24 persons.....	21	29	0	2	0	3
25 to 49 persons.....	46	36	1	0	3	1
50 to 74 persons.....	16	15	2	0	1	0
75 to 99 persons.....	5	6	0	2	1	2
100 to 149 persons.....	5	8	2	1	1	3
150 to 199 persons.....	1	1	1	1	2	1
200 to 250 persons.....	3	0	0	0	0	0
Over 250 persons.....	2	4	1	4	2	6
Seating capacity not ascertained.....	1	1	1	1	0	0
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

TABLE 110.—*Patronage (white or nonwhite) of independent establishments*

Type of patronage	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
White only.....	67	67	5	4	8	13
Nonwhite only.....	19	15	0	0	2	1
White and nonwhite.....	10	8	0	6	0	1
White only—"take-out" service for nonwhite <sup>1</sup> .....	3	10	2	1	0	1
Not ascertained.....	1	(2)	1	0	0	0
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

<sup>1</sup> This group includes those establishments that offer only window service or take-out service for nonwhite patrons.

<sup>2</sup> Less than 1 percent.

TABLE 111.—*Days per week establishments are open*

Number of days	Independents		Chains		Hotels	
	New Orleans	Cincinnati	New Orleans	Cincinnati	New Orleans	Cincinnati
	Per-cent	Per-cent	Num-ber	Num-ber	Num-ber	Num-ber
5 days per week or less.....	7	4	0	0	0	1
6 days per week.....	45	47	0	4	1	4
7 days per week.....	48	49	8	7	9	11
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

TABLE 112.—*Use of mechanical potato peelers among establishments in the sample*

Replies	Independents		Chains		Hotels	
	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati	New Or-leans	Cin-cin-nati
Use mechanical potato peelers.....	<i>Per-cent</i> 5	<i>Per-cent</i> 12	<i>Num-ber</i> 1	<i>Num-ber</i> 4	<i>Num-ber</i> 3	<i>Num-ber</i> 8
Do not use mechanical potato peelers.....	94	87	7	7	7	8
Not ascertained.....	1	1	0	0	0	0
Total.....	100	100				
Number of establishments.....	232	225	8	11	10	16

